

**SOUTH  
PARK**

**SPECIAL COLLECTOR'S COVERS! #1 of 2 GET 'EM BOTH!**

# MAD

AND TOMATOES DEPARTMENT  
Apply for Reader Mail...2

**Look, dudes! Alfred's  
here in South Park!  
WHAT NEXT?**



#371 July 1998 Our Price \$2.50 Cheap!



\$3.50 CANADA



**SOUTH  
PARK**

**SPECIAL COLLECTOR'S COVERS! #2 of 2 GET 'EM BOTH!**

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ES DEPARTMENT  
of Reader Mail...2

ARTMENT:  
You...4

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**Oh my God!**  
**Kenny killed Alfred!**  
**SWEET!**



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#1 IN A SERIES

An important message from MAD's  
Director of Business & Development,  
**DAN BROWN**



*In troubling times such as ours — and by “ours” I mean yours and mine, not someone else’s, which would be their troubling times, not ours — people — and by “people” I mean us, not those others who aren’t us but them — well, I’m sure you know what I’m getting at.*

**MAD** — and by “**MAD**” I mean **MAD** — **MAD** is a magazine whose time is and continues to be. It defines who we are and where we’ve been and where we are hoping to go if we can only find the money and get some time off. No reasonable person would argue with that.

*And so it’s with that in mind — and by “that” I mean this, which is what I am about to say: I don’t wear a green suit with a question mark because I look attractive in it. I wear it because I must. A man must do what a man must do. And so must a woman. We are all one in nature’s garden.*

*Given all this, subscribing to **MAD** makes perfect sense. To you and me. Us.*

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# MAD

JULY  
1998

NUMBER  
371

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LETTERS AND TOMATOES DEPARTMENT:  
Random Samplings of Reader Mail...2

OH MY GOD! THEY SOLD KENNY! DEPARTMENT:  
South Park Toys and Products Coming to a Shelf Near You!...4

THE SCHMUCKS STOP HERE DEPARTMENT:  
Melvin And Jenkins' Guide to Saving the Planet...7

MISFORTUNE TELLERS DEPARTMENT:  
Phrases You Never Want to Hear in News Reports About Yourself...10

PLAYING THE RACE CAR DEPARTMENT:  
200 Laps in the Life of a NASCAR Fan...12

TAKING ATTORNEY FOR THE WORSE DEPARTMENT:  
Surefire, Non-Litigable Signs  
You've Hired the Wrong Lawyer...15

SLIME TRAVEL DEPARTMENT:  
If Bill Clinton Had Been President Through History...18

STATS ENTERTAINMENT! DEPARTMENT:  
When Non-Sports Shows Use the "FOX Box" Concept...20

SLAM JUNK DEPARTMENT:  
Merely 99¢ Store Circular...23

*"There is more poetry in the simple song of a bird than in any 10 symphonies, except all the poetry tends to be about worms!" — Alfred E. Newman*

TALES FROM THE DUCK SIDE DEPARTMENT:  
The Daredevil's Advocate...27

BERG'S-EYE VIEW DEPARTMENT:  
The Lighter Side of...29

ANGSTER'S PARADISE DEPARTMENT:  
Monroe &...The Summer Camp Job...33

IN ONE EAR AND OUT YOUR WALLET DEPARTMENT:  
The Boose Wavy Radio...37

JOKE AND DAGGER DEPARTMENT:  
Spy Vs. Spy...38

WWW.INSULT.COMEDY DEPARTMENT:  
Cyber-Snaps: Yo' Mamma Jokes for Computer Nerds...41

ICEBERG'S-EYE VIEW DEPARTMENT:  
Titanic Sequels We'll Soon See...42

SERGE-IN GENERAL DEPARTMENT:  
A MAD Look at Road Rage...45

GRIEVING LAS VEGAS DEPARTMENT:  
MAD's Celebrity Cause-of-Death Betting Odds...48

MARGINAL THINKING DEPARTMENT:  
"Drawn Out Dramas" by Sergio Aragones...  
Various Places Around The Magazine

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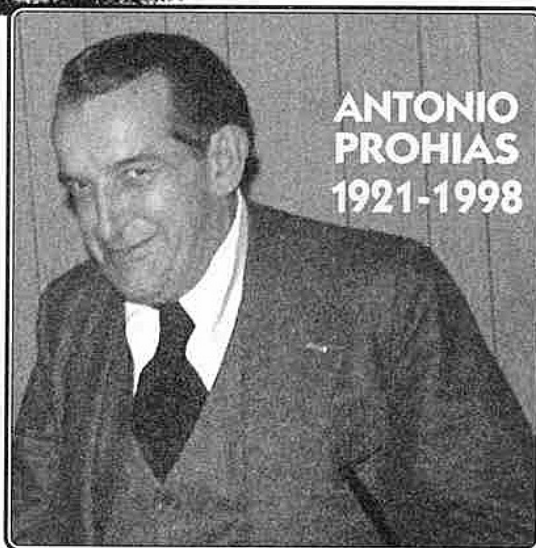
FRONT COVER WRITER: DESMOND DEVLIN  
BOOSE WAVY RADIO WRITER: J. PRETE





MAD #372  
ON SALE JULY 21!

Flags at Spy Headquarters are flying at half-mast due to the recent death of "Spy Vs. Spy" creator Antonio Prohias. Antonio, who retired about 10 years ago, died in Florida on February 24th. The strip has run and will continue to run thanks to the talents of many MAD contributors, including Duck Edwing, Bob Clarke, George Woodbridge, Dave Manak and, most recently, Peter Kuper. The following are a sampling of the many kind letters we received from saddened readers:



My condolences to all on the passing of Antonio Prohias. His "Spy Vs. Spy" cartoons were probably my first exposure to the magazine in my early youth, because they were the only things I could understand!

Matt McCullar  
Arlington, TX

I was saddened to learn of the passing of Antonio Prohias. As a young man in the early '60s, I eagerly awaited each new issue of MAD magazine, primarily for the "Spy Vs. Spy" episodes. Prohias was truly original and brought great mirth to all who read his work.

Jay West  
vest@dawgnet.net

This is just to express my sadness at learning of Mr. Prohias' passing away. His cartoons have been, since I was a kid, the source of much fun, and God knows we need that. He will be sorely missed.

Nuno Miranda  
mib@ip.pt

I was saddened to learn today of Antonio Prohias' passing. His work inspired me quite a bit as a kid, and still does today. I send love to his family and friends. I'd love to see what he's drawing now. Heh...Bet he gives God a grin or two!

Bradly Peterson  
drama@fastlane.net



The envelope Tom Anderson's letter arrived in was also a tribute to Prohias.

"Spy Vs. Spy" was the first thing I read in MAD Magazine. My father was a big fan of MAD and had a pile of them in his closet. When my brother and I discovered them, back around 1963, I was only three years old. Since I couldn't read at the time, I looked for the features without words. Antonio Prohias' and Sergio Aragones' art always made the magazine worth thumbing through. As I got older, I would go back and read the same issues and found more and more to enjoy as I learned about the world.

In 1975, I was 15, and my family took a trip cross-country from California to New York. While in New York City, my brother Bob and I begged our parents to let us visit the offices of MAD Magazine. My father agreed, and circled the block for a half hour while we ran up to the 13th floor of the Madison Avenue offices. When we arrived, the secretary asked if we had an appointment. Oh no! We had come so close and now it looked like we wouldn't get to see anything. We explained we had come all the way from California and this was our only chance to visit. Just then, the door opened, and MAD Editor Al Feldstein smiled and welcomed us inside. Wow, we're in! As we walked down the art-covered hall to the large layout/art room, we saw Leonard Brenner pasting type down on some art. Al had given each of us a "cheap crummy souvenir" — a mini poster of the whole staff, which we excitedly got everyone there to autograph for us.

Antonio Prohias was penciling one of his "Spy Vs. Spy" features. When we asked him for an autograph, he smiled, looking up from his art table, and asked "Who am I?" I said "Al Jaffee?" "No," he said, "I am Antonio Prohias!" And with that, he took the souvenir sheet with all the printed self-characters of the artists on it, and proceeded to show us who he was. He drew the Black and White Spies with their noses tied together in a knot. Then he asked my name, and wrote "To Tom Anderson, MADly — A. Prohias." I thanked him while shaking his hand. I was so happy to meet the man who drew something I had enjoyed for all those years. What a thrill it was.

As the years went by, I would still get every issue of MAD. One day I noticed that Antonio no longer drew "Spy Vs. Spy." Then I learned that he was in poor health in Miami. In 1997, I tracked down his address and wrote him a nice letter reminding him of the 1975 visit to MAD and how much I had enjoyed "Spy Vs. Spy" all those years. A few months later, his daughter Marta wrote me for her father, expressing thanks for the letter and that it made him happy. I was sad when I learned he died. I remember him fondly and with admiration. He once took the time for me, making me very happy, and now I take the time to let others know what a truly kind and talented man Antonio Prohias was.

Tom Anderson  
Birmingham, AL



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**MADtv**

In recognition  
of Antonio  
Prohias' work,  
the creators of  
MAD TV dedicated their  
March 7th show in his memory.



In Memory Of  
**ANTONIO PROHIAS**

January 17, 1921 - February 24, 1998

#### ATTENTION SUBSCRIBERS!

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#### PROHIAS MUMBLINGS @aol.com

He was the best — Enemi9...I love his creations and I hope he will rest in peace — Porche514...R.I.P. I hope he will live on through his work — PsychoCody... When I was very young back in the 60s, two things defined the Cold War for me: *Get Smart* and *"Spy Vs. Spy."* I will miss Antonio Prohias! — AIMSUSIE...Antonio Prohias' spirit will live on forever in the pages of MAD. His design will be emulated for years to come. Thank you Antonio. — Yoonplatz...I will always think his work is great and I wish him luck in the afterlife. — IMANWOO7... Goodbye to a very talented man from a fan that will remember him fondly. — Me4klx...Great cartoonist. The world will miss his talent. — Prune 8733...Antonio Prohias was one of the greatest cartoonists (and most devious minds) the world has seen. May he make us, and others, chuckle in the afterlife. Rest in Peace. — SincaNuevo.



#### HOW TO REACH US

Please Address Correspondence To: MAD, Dept. 371, 1700 Broadway, New York, New York 10019. MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope! MAD doesn't read faxed submissions!

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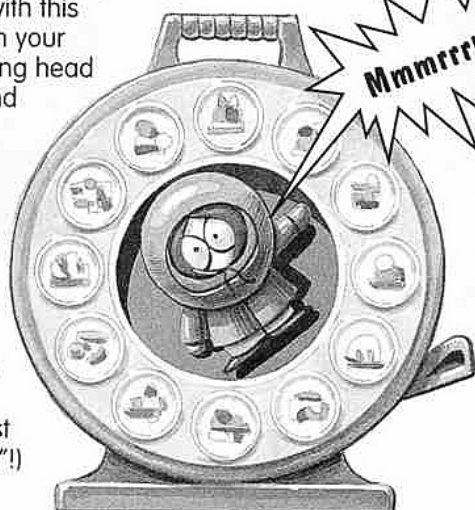
**OH MY GOD! THEY SOLD KENNY! DEPT.**

Cable subscribers, animation fans and fart joke lovers agree: "South Park" is the hottest show to hit the air in years. It's already Comedy Central's top-rated program EVER! (Of course, to do that, it only had to beat 1996's "Paul Rodriguez Presents: The Best of the Chuckle Hut.") Anyway, it's obvious that the powers-that-be won't rest until they've squeezed every profitable drop out of the series. They've already got more products out for you to buy than "South Park" episodes for you to watch! But will the greedheads stop at stickers, T-shirts, greeting cards, calendars, posters, caps? (Does Cartman share his Cheesy Poofs?) Comin' at you faster than Mecha-Leonard Maltin, it's...

# SOUTH PARK

## THE KENNY McCORMICK SPEAK & SAY

Youngsters learning rudimentary language skills often need an extra boost. And since kids love to emulate their TV heroes, what better way to teach the basics of communication than with this educational toy? Watch your child imitate the spinning head of Kenny as it stops and says, "Mmmrrrrphh," "Rrrmmrrr rmmml," or "Fmmrrrrr wrrrm-mmfff." Language can inspire and persuade, but it's never as powerful as when it's used to confuse and exclude. Your kids will say a big "thank you!" (At least, that first word MIGHT be "thank"!)



## JIU-JITSU JESUS

Smite thine enemies with these loving, but paralyzing, action toys! Busted are the meek, as you deliver unto the Beast-master a good ass-whipping. Kiss your other cheek goodbye! He's back... and He's pissed! (Opponents Santa Claws and Stretch Satan sold separately.)



## ODDBALL CELEBRITY CAMEO COLORFORMS

Leave the endless superstar wisecracks to the late-night talk shows. "South Park" goes after those hard-to-locate (or even recognize) targets, like Philip Glass, Patrick Duffy and Tina Yothers. Now you can join the esoteric excitement with these Oddball Celebrity Cameo Colorforms. Comes with all your, um, favorites!







# TOYS & PRODUCTS

Coming to a Shelf Near You!

## STAN'S SILLY STRING DISPENSER

Relive your first tentative, tender experience of romantically-induced projectile vomit, with this Stan Marsh-shaped can of Silly String! Press the nozzle in Stan's head, and BLUGGGGHHH!!!

The way to a Stan's heart is through his stomach, and you'll be spewing chunks o' love for up to 25 feet! (Also available: Kenny's Explosive Diarrhea Silly String Dispenser!)



Yeah, it's ozone-damaging aerosol! What's it to you, tree hugger? **SCREW YOU, hippie!**



ARTIST: SCOTT BRICHER  
WRITER: DESMOND DEVLIN

## MR. HANKEY HIGHLIGHTER

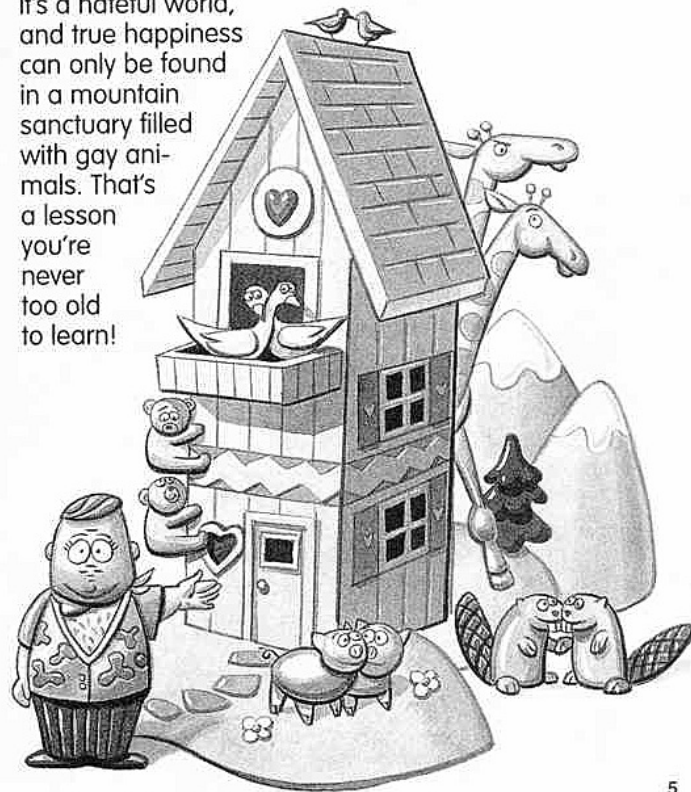
Perfect for the student in your life. Avoid the inky, unnatural fumes caused by the usual yellow markers with Mr. Hankey's natural fumes! Cramming for finals is always a tight squeeze, but with help from the Christmas Poo, it'll all come out right in the end. Why settle for a #2 pencil when you can have **actual #2?** And what a surprise for the next student who opens that schoolbook! The Mr. Hankey Highlighter makes a great stocking stuffer – hidey-ho, ho, ho!

From the day of his first "morning wood" well  
his "sexy sixties,"<sup>2</sup> the American male spends most of  
ing hours thinking about females who have a cer-  
ve said quai,<sup>3</sup> that makes them so very, very  
men<sup>4</sup> (e.g.<sup>5</sup> for every one woman we  
3 men<sup>4</sup> into 56-ounce hitting on



## BIG GAY AL'S BIG GAY ANIMAL SANCTUARY ACTION PLAYHOUSE

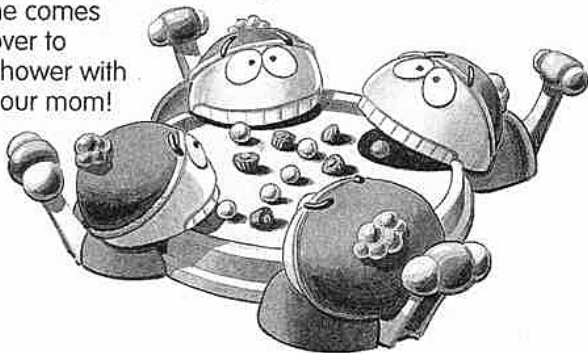
Barbie and Ken's Malibu Dreamhouse just a little too stodgy? Dump the convertible, the swimming cabana and the 2.3 kids and move on up to the wildlife side! Whether you're a homo hippo, queer quail, or even a closet clam, you'll find full acceptance at Big Gay Al's! It's a hateful world, and true happiness can only be found in a mountain sanctuary filled with gay animals. That's a lesson you're never too old to learn!





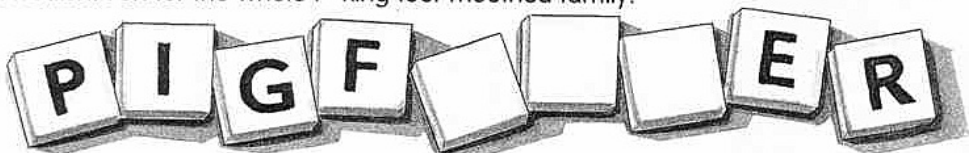
## HUNGRY HUNGRY CARTMANS

**Y**ou've gotta keep your fingers movin' and your mouth a-flappin' in this fast-moving battle of reflexes and unpleasant gluttony! Scarf up more Cheesy Poofs and Snacky Cakes than your dildo opponents, and you kick ass! Totally! But let those hippies take what's rightfully yours, and all your barely-concealed feelings of worthlessness will spring to the surface. Play it with your friends, or with that hairy park ranger who you're supposed to call your uncle whenever he comes over to shower with your mom!



## COMEDY CENTRAL SCRABBLE

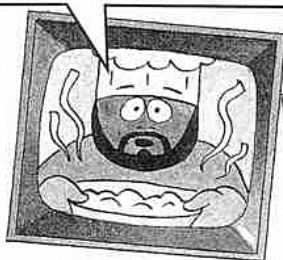
**L**ike the classic Parker Brothers game on which it's based, Comedy Central Scrabble players combine luck and knowledge to form words and amass points. But since this is basic cable, this version includes a mere 75 letter tiles and over 300 blank ones so that your barely-bleeped words can be legally played! There's even one special umlaut file so you can curse in Swedish! Fun for the whole f\*\*king foul-mouthed family!



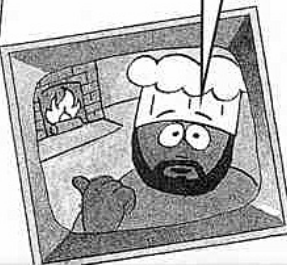
## COOKIN' RUMPLESCUMPTIOUS RECIPES WITH CHEF VIDEO

**T**he taste of the school cafeteria in the comfort of home? Sounds too good to be true! But with this handy tape, you can enjoy somewhat flavorful sensations like Vegetable Medley or Salisbury Steak Casserole, just by following Chef's very private step-by-step instructions. Eat up, children! Here's Chef preparing one lip-smacking sample:

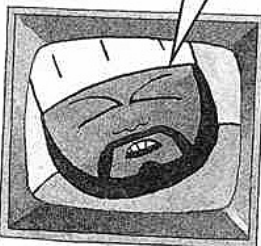
Okay, folks, next up is my famous Oyster Pot Pie in Love Gravy! This recipe serves two – or three, if you can swing it! You'll need: a dozen oysters, a chilled bottle of '97 chablis and a burnin' log of love!



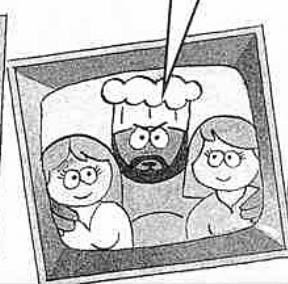
First, take the phone off the hook! Then, you heat the fireplace to 450 sweet degrees! And then...



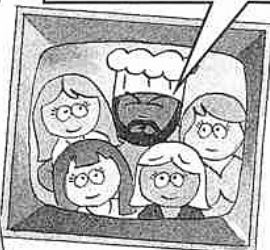
I'm gonna bend you over the hibachi  
And then undo your zipper!  
You'll be Joanie to my love Chachi!  
Blast off to my Big Dipper!



But it's my meat thermometer  
That will really make you squeeeeal!  
And when I add some spices  
You'll know tonight is real!



Oh yeah, love, Love Gravy!  
I'm sayin' love, Love Gravy!  
Love, love, love gravy, yeah,  
Sweet mama, love gravy, give it,  
Give it, ugghh...



## TRIVIAL PURSUIT: THE MR. GARRISON EDITION

**T**V, history, sports, music – it's all so laughably easy when the answers make empirical sense! But for those who want a real challenge, try the Mr. Garrison edition of the popular board game, featuring facts that exist only in the twisted, tormented mind of South Park's sickest educator. To keep up with his aberrant theories, you need to be just a little bit more than a trivia whiz – you need to be a functional lunatic! And remember, there are no stupid questions...only stupid people!

### QUESTIONS

- (G) Who discovered France?
- (E) Why didn't *Scent of a Woman* win the Oscar?
- (H) What was the cause of America's Civil War?
- (AL) Which one of Shakespeare's works did he write while on the moon?
- (SN) What does the offspring of a pig and an elephant look like?
- (SL) Why does society treat its athletes better than its other citizens?



### ANSWERS

- (G) Christopher Columbus, after he freed the Hebrews from Napoleon.
- (E) Because the Japanese Mafia controls Hollywood with a little yellow fist.
- (H) Gay Mexicans.
- (AL) The original pilot for *Blossom*.
- (SN) That's not really important for you to know.
- (SL) Because they're better people.







#### THE SCHMUCKS STOP HERE DEPT.

Our heroes are back and in their latest adventure they take on something really big. (No, not Ricki Lake!) Making sure that planet Earth as we know it will be around for the next millennium! However, if this means that we have to deal with these two morons for many more years, we say get out those aerosol cans and bring back the Big Mac Styrofoam containers! Here's...



# Melvin & Jenkins'

## GUIDE TO SAVING THE PLANET

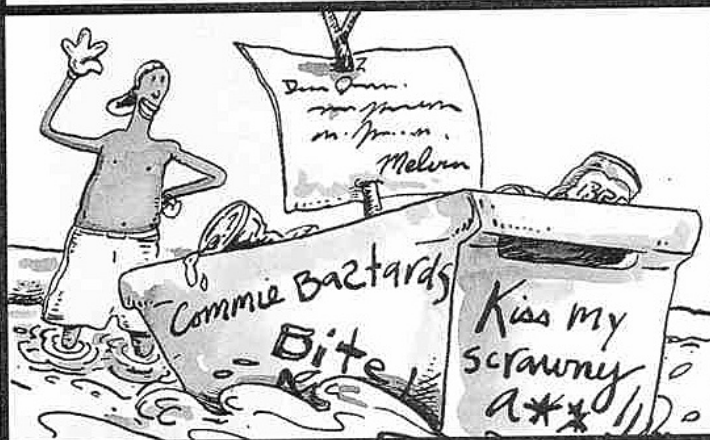
### Jenkins

Before leaving the beach, Jenkins carefully polices the area to pick up any soda cans, wrappers or other debris.



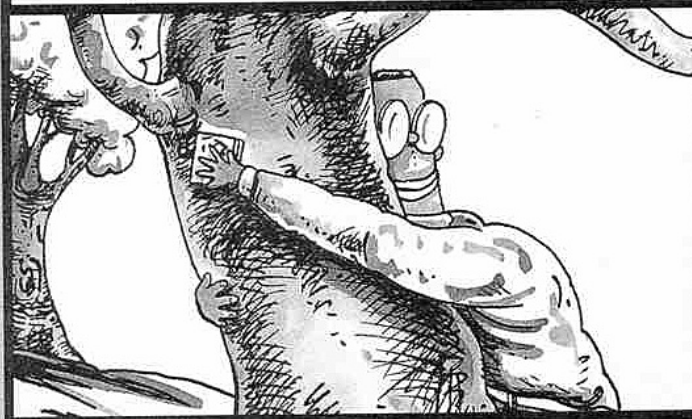
### Melvin

Melvin writes obscene messages on Styrofoam beer coolers and sends them toward Europe.



### Jenkins

Jenkins is glad that the music industry did away with those long cardboard packages CDs used to come in, because they wasted so many trees.



### Melvin

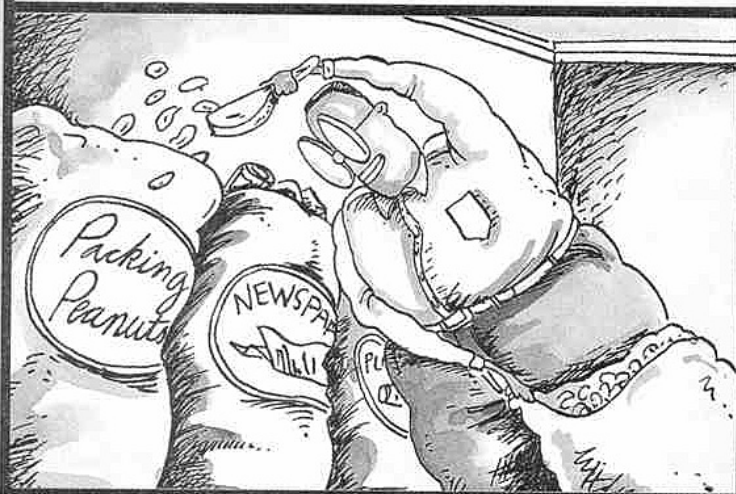
Melvin is glad about the switch too, because the smaller packaging lets him hide twice as many CDs down his pants when he sneaks past those dimwit guards at the Record Hut.





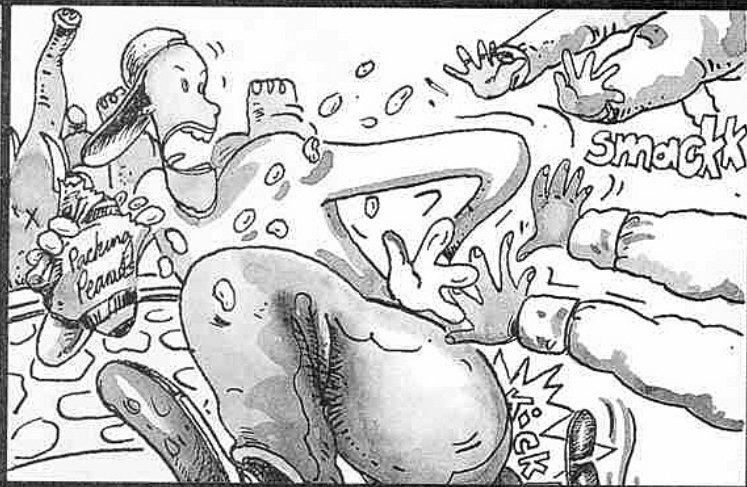
## Jenkins

Jenkins takes care to properly recycle the Styrofoam packing peanuts after buying a large appliance.



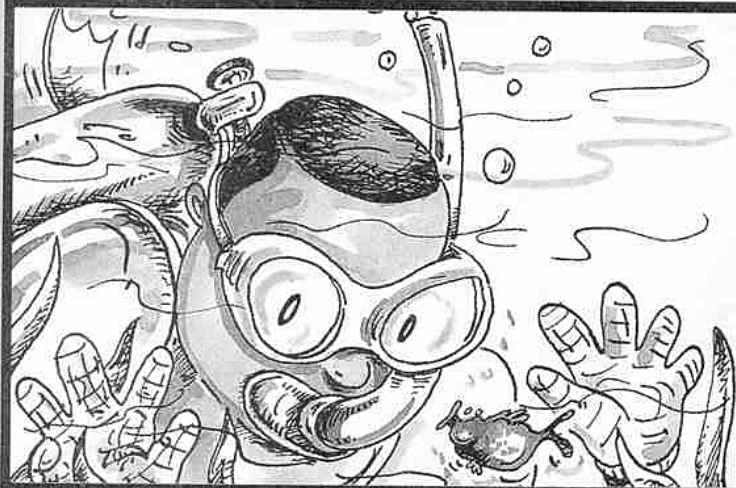
## Melvin

Melvin is hustled out of the city zoo, screaming, "Fine, let the stupid elephants starve!"



## Jenkins

Jenkins goes deep-sea diving in pristine waters, and gains a new appreciation of the impregnable mysteries of the sea.



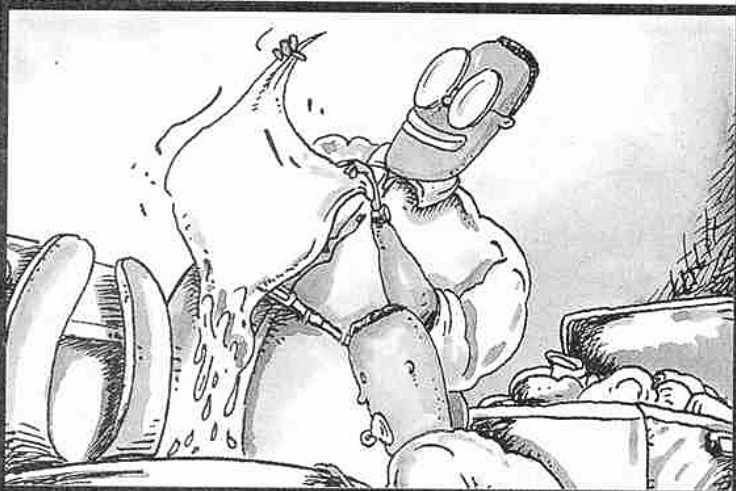
## Melvin

Melvin leaves an 18-pound hunk of coral on the side of the highway, after deciding that it wouldn't make that good a doorstep after all.



## Jenkins

Jenkins uses and re-uses cloth diapers, so as not to add more plastic to our nation's landfills.



## Melvin

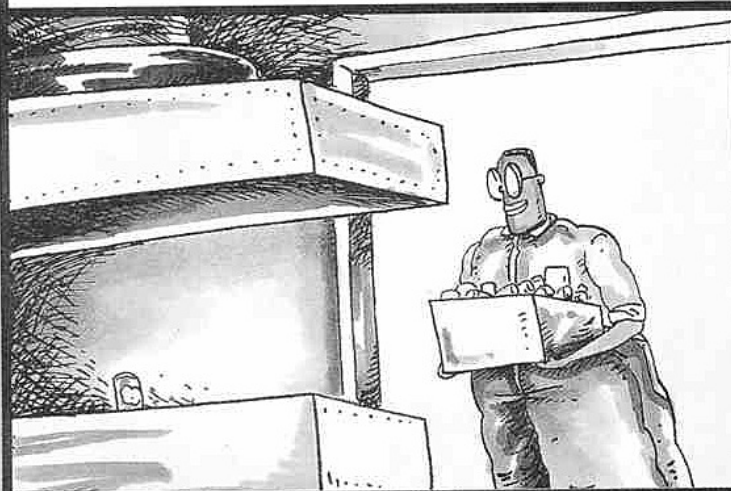
Despite being childless, Melvin buys plastic diapers, in case the game goes extra innings.





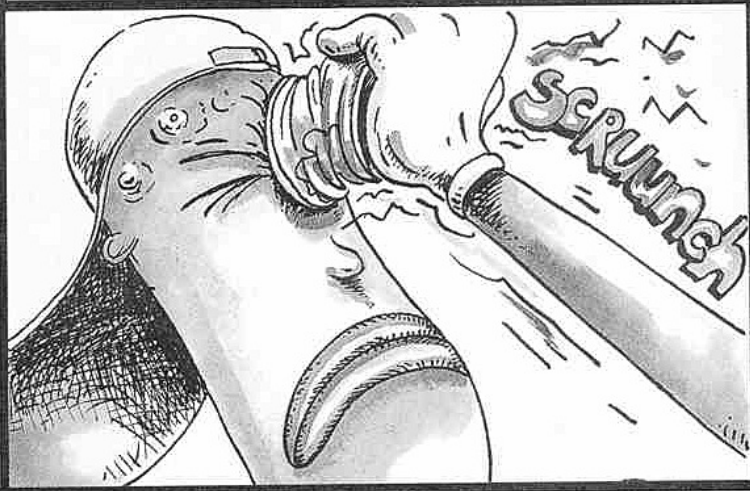
## Jenkins

Jenkins brings his empty cans down to the recycling machine to be crushed for re-use.



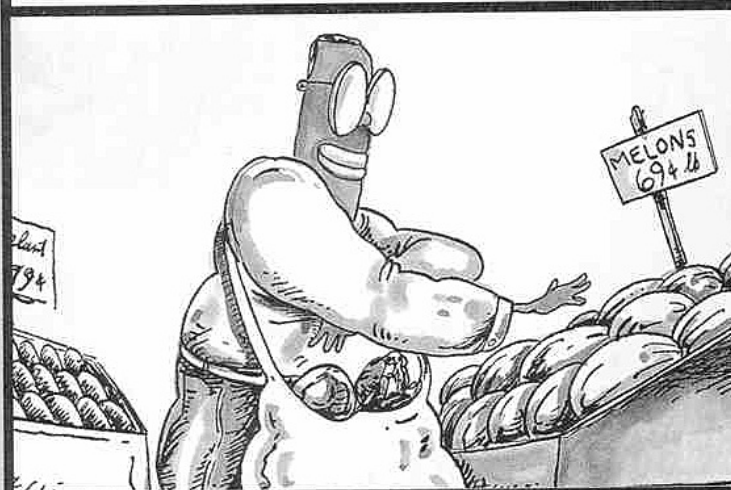
## Melvin

Melvin figures why bother going all the way down to the center to crush cans, when his forehead is only inches away.



## Jenkins

Jenkins brings his own reusable carry bag for every trip to the supermarket.



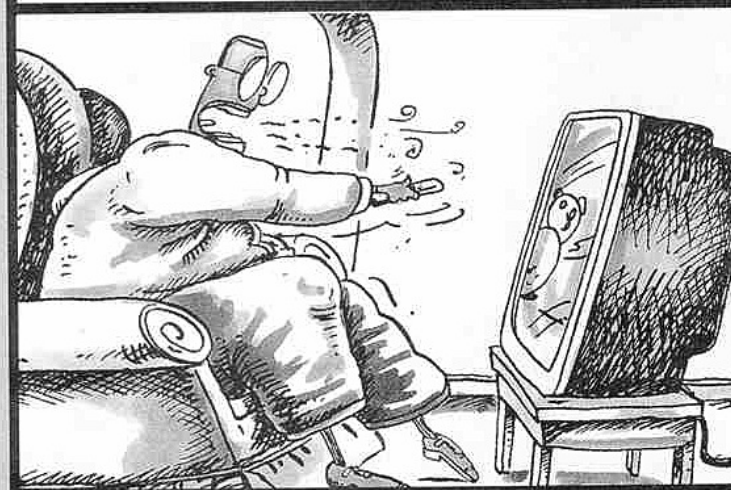
## Melvin

Melvin orders the cashier to quadruple-bag the one copy of TV Guide that he totes the half-block to his home, "just to be on the safe side."



## Jenkins

Jenkins finds himself shouting in anger at the TV screen while watching a documentary about baby seal hunting.



## Melvin

Melvin is equally angry, yelling, "Choke up on the damn bat!"





...extensive child pornography collection...

...reported hearing demonic voices...

...history of mental problems...

...shallow grave...

...pilot error...

...asphyxiated on her own vomit...

### MISFORTUNE TELLERS DEPT.

Andy Warhol said "Someday everybody will be famous for 15 minutes," and with the explosion of TV news coverage, he may have been right! All we know is, should you, the average Joe, ever find yourself in the public eye, the following are...

# PHRASES YOU NEVER WANT TO HEAR

...gruesome discovery...

...charred remains...

...neighbors complained of a foul odor...

...execution-style...

...horrified onlookers...

...deadly shards of glass...

...identified by dental records...



...bound with  
duct tape...



...a grim-faced police  
spokesman said...



...tainted meat...



...as co-  
workers  
scram-  
bled for  
cover...



...skeletal  
remains...

...a hiker's  
chance  
discovery...



# IN NEWS REPORTS ABOUT YOURSELF

...hail of bullets...



...plea to the  
abductors...



...required over  
700 stitches...



...covered in  
his own  
excrement...



...counseled griev-  
ing classmates...



...rescuers watched  
helplessly...



...flesh-eating  
bacteria...



...three times  
the legal blood  
alcohol limit...





No, wait — that's horse racing. Let's try again. Budweiser, the king of beers! Yeah, that's better! And there's nothing that goes better with a nice cold beer than car racing! We've never been to one of these stock car speedfests ourselves and wanted to learn more about them. So we found a NASCAR fan who could write legibly (which was no easy task!) and asked him to attend a race and jot down the sights, sounds and occurrences and observations that make up...

Lap Minus 10: Finally found my seat—a cold, hard, twelve-inch stretch of aluminum to plant my butt on for the next four hours. It's the best \$70 I've ever spent!

Lap Minus 2: As I watch the drivers line up behind the pace car I pop open a nice cold beer. One brewski down, 11 to go!

Lap 0: They're off!

Lap 1: Hope for a crash.

Lap 5: Hope for a crash.

Lap 17: I tell the babe in front of me that "I can drive like that!"

Lap 18: Quickly look away when the babe's boyfriend comes back with \$439 worth of Dale Earnhardt merchandise and a Confederate flag tattoo on his shoulder.

Lap 22: My eyes begin to swell and tear from the exhaust fumes and burning Rubber. COOL!!

Lap 24: Nuts! Down to four beers. Will need to make a run back to the car for the second cooler soon. Hope I remember where I parked.

Lap 30: Doze off, dreaming of a crash.

Lap 46: Wake up to the sound of 100,000 people "oohing" at a crash.

Lap 47: Can't see anything because everyone in front of me is standing.

Lap 48: Stand up and feel a little dizzy. Must have gotten up too fast. Better have another beer to level myself off.

**LAP  
MINUS 2**

IF YOU CAN  
READ THIS  
YOU'RE  
DRIVING  
TOO  
SLOW

**LAP  
17****LAF  
30**



# OF A FAN

ANOTHER WAY

LAP 140

- Lap 53: Hope for another crash.
- Lap 61: Finish 11th beer and fall asleep.
- Lap 77: Wake up just in time to catch the guy selling the #22 Official Jeff Gordon keychain. Got his last six!
- Lap 82: Point out to the one black guy I saw there that he was the first black guy I saw there. He gave me the finger.
- Lap 94: Wonder if the boneheads who sponsor racing teams realize the corporate logos they pay so much to plaster all over the cars can't be read when they're flying by at 200 mph.
- Lap 100: Decide that it would be a good time to go to the can. Turns out 20,000 other people thought the same thing.
- Lap 121: On the way back from the can, wonder how the hell the drivers can last for the whole race without going.
- Lap 123: Remember the drivers aren't drinking. I always wondered why beer isn't allowed in the racing cars. Now I know. Good rule!
- Lap 129: Try some of that chewing tobacco that they were giving away to the kids before the race. Not bad! Not bad at all!
- Lap 134: Can't stop giggling uncontrollably after I see a pit crew member get hit by a runaway wheel.
- Lap 136: The guy next to me just told me to "Shut the @#\$% up!!"
- Lap 140: My eyes nearly pop out of my head when a blonde in turn four flashes her boobs.
- Lap 141: Curse myself for not bringing my camcorder.

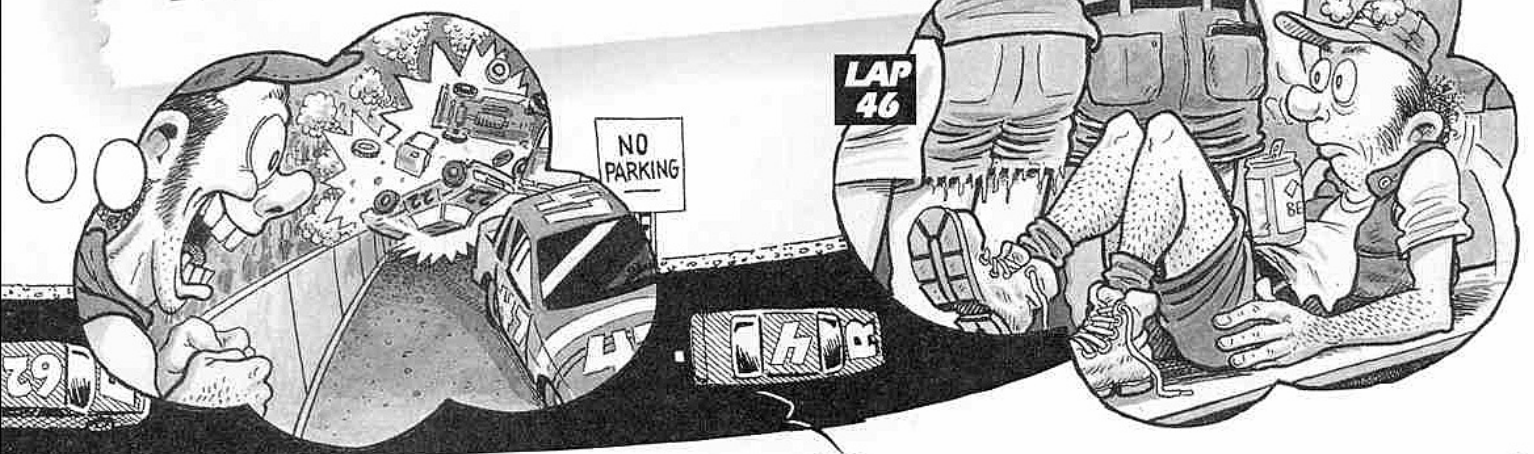
SPEED LIMIT 255

LAP 134



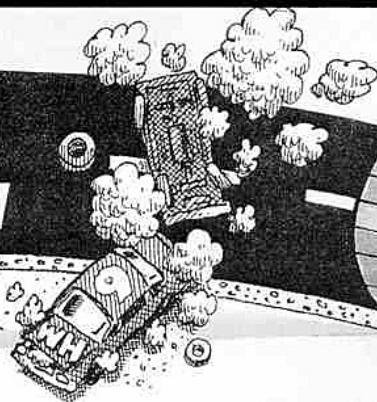
CRASH

LAP 46

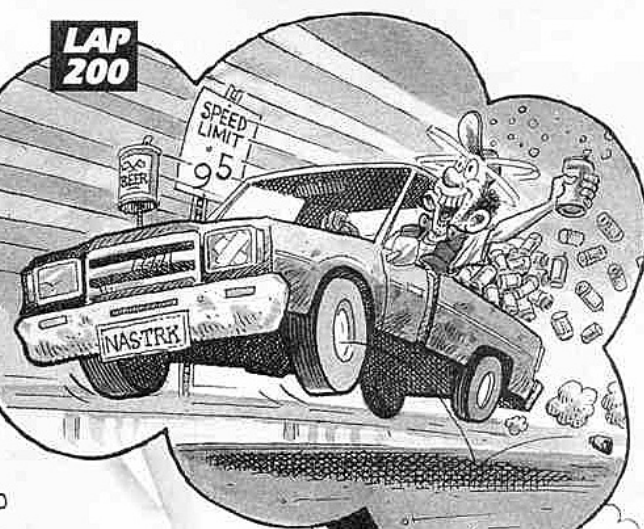




# 200 LAPS IN THE LIFE OF A NASCAR FAN



LAP  
200



Lap 152: While watching a fight in another section, I miss a real good crash.

Lap 158: Started to think that it's stupid to sit and watch 40 cars go round and round in circles for four hours. I mean, it's pointless to waste this much time when I could be home with my kids and — 000h, was that a crash in turn three??

Lap 174: As a heated battle for first began, the people in front of me took 10 minutes to pack up, block my view and head for the bathroom.

Lap 175: Now that I think about it, I desperately need to use the Crapper again too. Hope I don't miss a crash!

Lap 179: Run back to my seat to see that the entire top 10 running order changed and I didn't know how.

Lap 180: Find out from the guy next to me that I missed the best crash of the day.

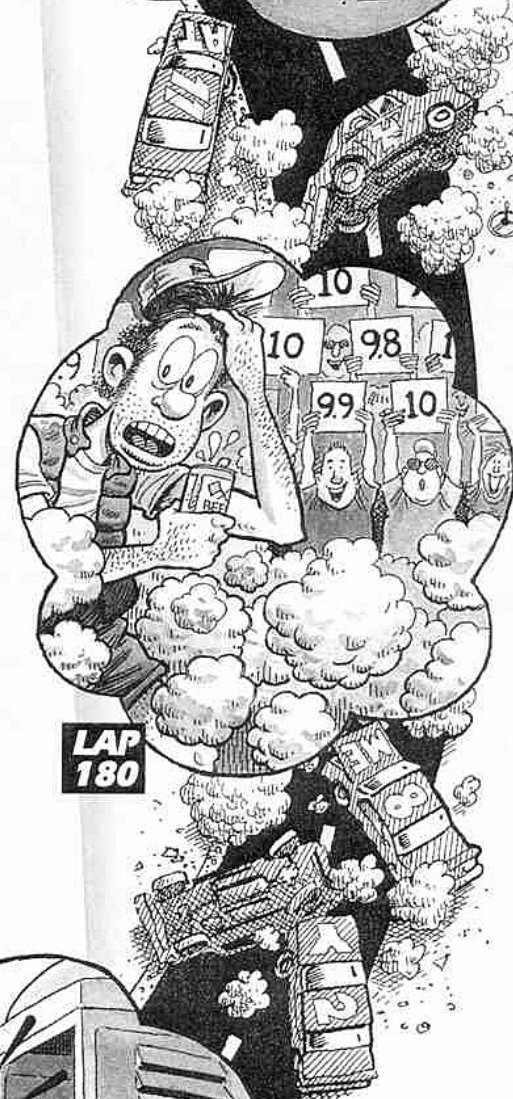
Lap 188: Wonder how the pit crew member who got hit with that runaway wheel is doing and whether I can buy the wheel as a souvenir.

Lap 197: Hope for one more flash by that blonde in turn four.

Lap 198: Hope for one more crash.

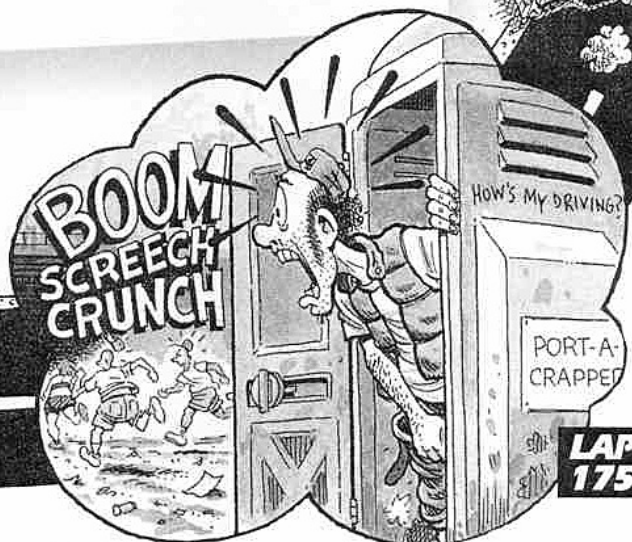
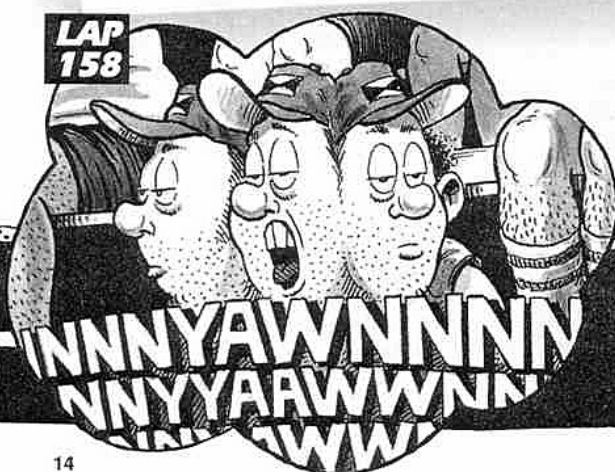
Lap 199: If I could have just one wish granted, which would it be: the flash or the crash? Tough one.

Lap 200: Race over. Decide to stop at the concession stand and knock back a few cups of "The Official Beer of NASCAR" before hitting the highway and burning some rubber. Hope I don't get in a crash.



LAP  
180

LAP  
158



LAP  
175



There are two kinds of lawyers, those who are bloodsucking, ambulance-chasing, slimy, bottom-feeding slugs, and those who are *incompetent* bloodsucking, ambulance-chasing, slimy bottom-feeding slugs! How to tell the difference is not always easy, as all of the following plaintiffs found out in our own little legal dissertation which we call...

SUREFIRE,  
NON-LITIGABLE  
SIGNS YOU'VE  
HIRED THE

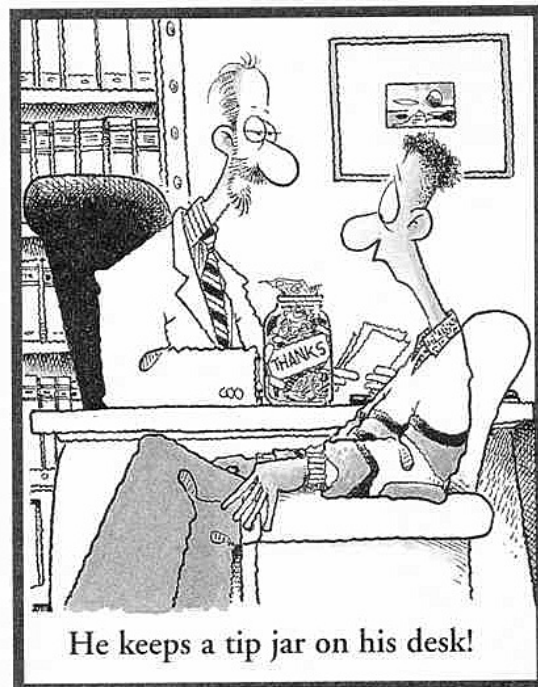
# WRONG LAWYER



Before making an objection in court, he leans toward you and asks, "Which is the good one again, 'sustained' or 'overruled'?"



He introduces you to his imaginary paralegal, Claudette!



He keeps a tip jar on his desk!

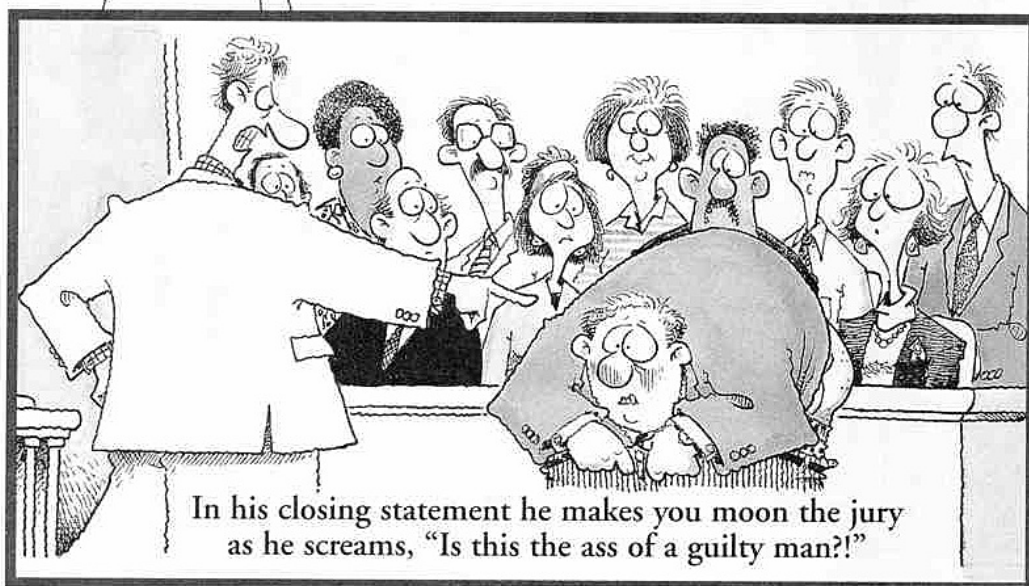




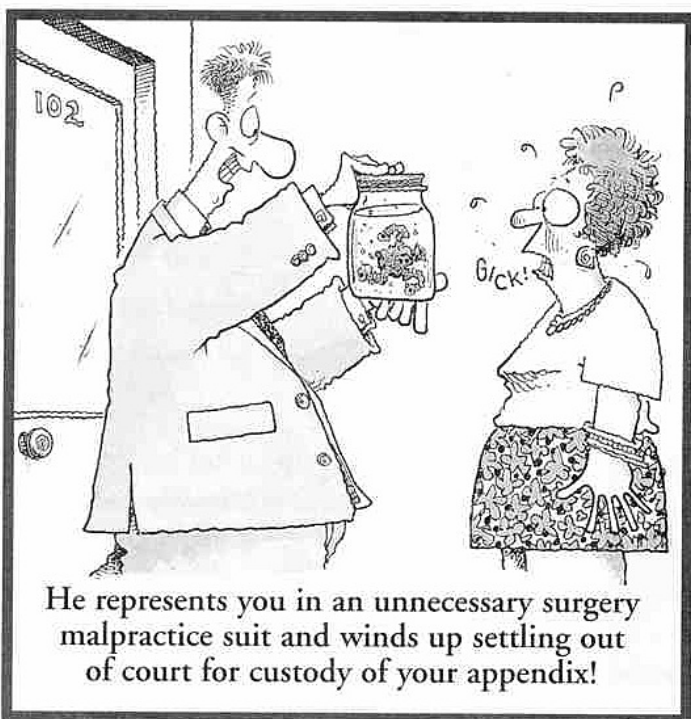
SUREFIRE, NON-LITIGABLE  
SIGNS YOU'VE HIRED THE  
**WRONG  
LAWYER**



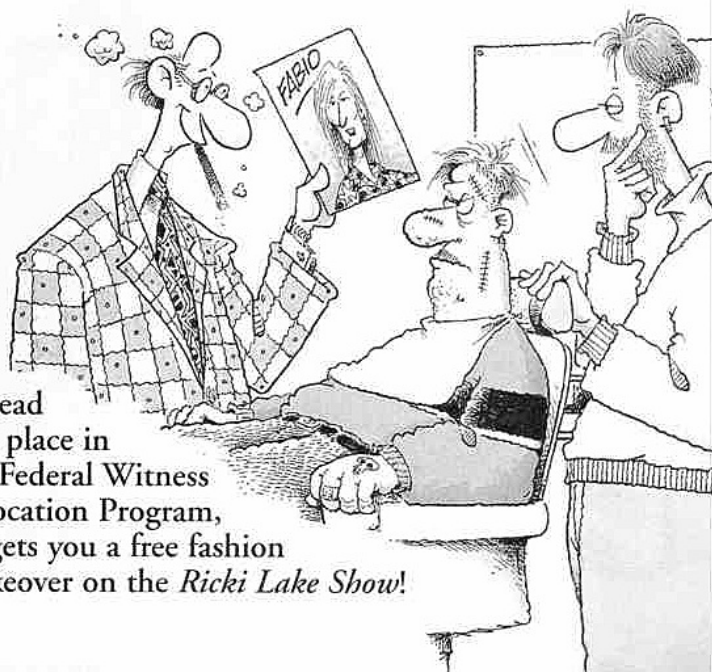
His waiting  
room is  
always  
inexplicably  
filled  
with  
injured  
rodeo  
clowns!



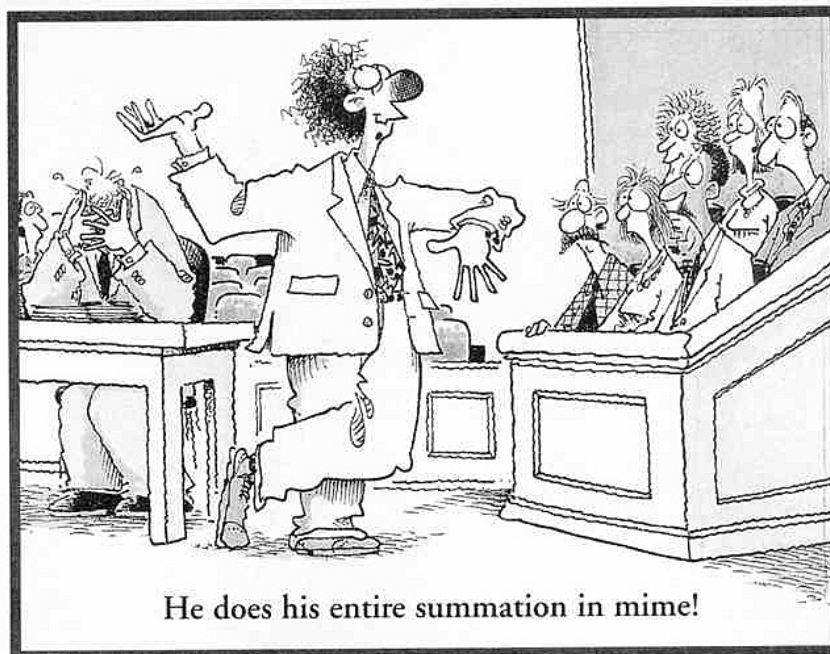
In his closing statement he makes you moon the jury  
as he screams, "Is this the ass of a guilty man?!"



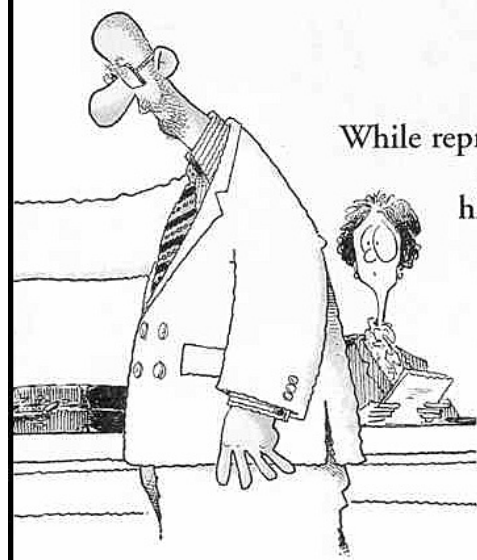
He represents you in an unnecessary surgery  
malpractice suit and winds up settling out  
of court for custody of your appendix!



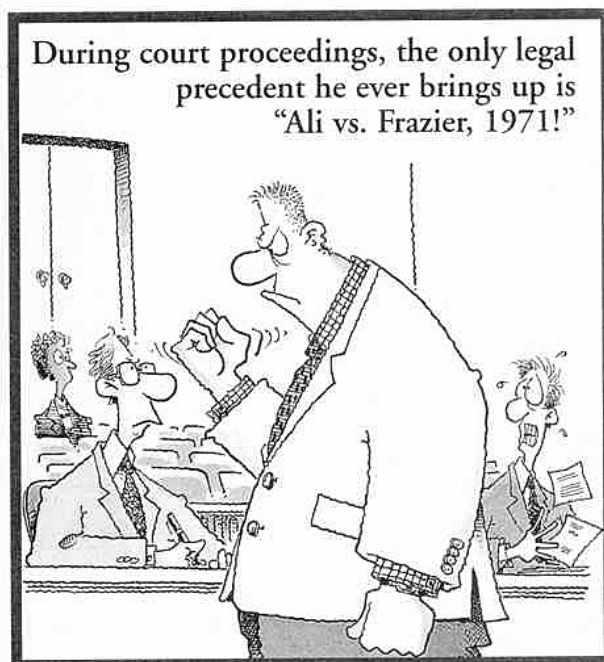
Instead  
of a place in  
the Federal Witness  
Relocation Program,  
he gets you a free fashion  
makeover on the *Ricki Lake Show*!



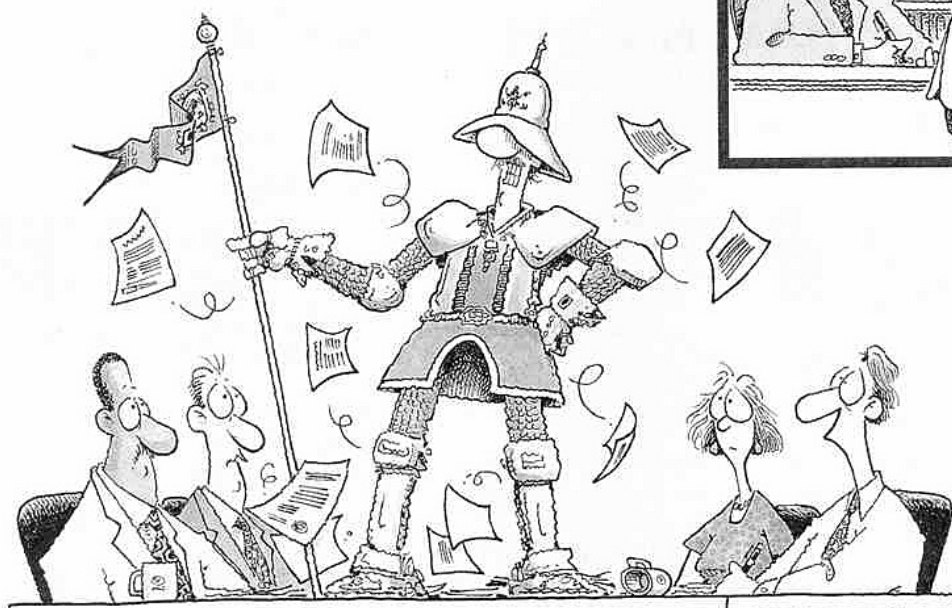
He does his entire summation in mime!



While representing you in a paternity suit, his entire defense centers on the "Getting You to Try on the Condom" tactic!



During court proceedings, the only legal precedent he ever brings up is "Ali vs. Frazier, 1971!"



He shows up at your real estate closing dressed as Vasco da Gama and hops onto the table screaming, "I claim this territory for Phil and Donna Bucholtz!"





Every U.S. President has had to deal with a variety of challenges and lead the country through many crises. Some have triumphed, others have failed. All of which got us to wondering — what if Bill Clinton had been Chief Executive in times past? Well, history buffs, wonder no more as MAD careens through the eons of time to present...

## ABRAHAM CLINTON - 1865

### PRESIDENT DENIES HIDING BEHIND FIRST LADY AT FORD'S THEATER

WASHINGTON — April 17. President Clinton today repudiated charges that he deliberately ducked behind First Lady Mary Todd Rodham Clinton to avoid being shot by John Wilkes Booth at Ford's Theater three days ago.

"It just didn't happen that way," Clinton told reporters. "When Booth shouted 'Sic semper tyrannis' I thought he said, 'It takes a village' and wanted to meet the author." (*It Takes a Village* is the title of the late First Lady's most recent, and apparently last, book.) "Rather than dwell on what happened, I think the First Lady's wishes would be to continue healing the nation's wounds after the Civil War through a series of tax cuts targeted to aid the middle class."

Clinton is also expected to use the fact that Booth used a flintlock pistol to press Congress for quick passage of the Brady Bill, a gun-control measure named for Civil War photographer Matthew Brady, who took countless photographs of military men holding flintlocks.

Clinton's explanation contradicted statements by several eyewitnesses, who said he intentionally used his wife as a shield when he saw Booth's gun. "They don't call him 'Dishonest Abe' for nothing," said one observer. The controversy has led to the appointment of a special prosecutor, Ezekiel Starr. Starr's Grand Jury is expected to hear testimony today from Vernon Jordan, a recently freed slave and the President's friend, who is expected to back the President's explanation of the events leading to the First Lady's shooting.

"With the first lady out of the way, Clinton's now a single man and can philander right out in the open," said a Washington insider. "Not that it made any difference before."

Despite the seriousness of the charges, Clinton's overall popularity remains astonishingly high. The latest poll shows that 81% of the people consider him an "excellent" President. No southern states were included in the poll, however.



President Clinton and late First lady Hillary, shown Friday at an informal press conference unveiling the President's new hat. Just hours later, the tragic shooting occurred at Ford's Theater.

## THOMAS JEFFERSON CLINTON - 1806

### CLINTON DENIES INVOLVEMENT IN LOUISIANA-GATE SCANDAL



President Clinton visiting the controversial Louisiana Territory yesterday. He and Miss Gennifer Flowers, left, whom Clinton identified as his unpaid consultant, said they both had an interest in exploring the lay of the land.

WASHINGTON — May 30. President Clinton today claimed innocence regarding shady land dealings in the newly acquired Louisiana Territory. Despite the denials, special prosecutor Alexander Hamilton Starr vowed to carry on his investigation of White House involvement.

According to sources close to the probe, documents exist describing a deal between the President and explorers Meriwether Lewis McDougal and William Clark McDougal. The three men are accused of secretly acquiring thousands of acres of the choice wilderness recently purchased from France to be sold at a profit to independent land developers. The developers allegedly contributed \$100,000 to a so-called "flush fund" used by

Clinton to install experimental indoor plumbing in his Monticello mansion.

"This is just a land speculation deal that I lost money on," said Clinton. "Besides, I had nothing to do with it. My wife put this deal together." Investigators consider this statement highly suspect, as women aren't allowed to own real estate. Starr is also looking into a possible connection between the land deal and the recent mysterious dueling death of Vincent Foster, the First lady's law associate.

Despite the scandal, the President's popularity has reached an all-time high, the latest polls showing that 81% of the American people give him an "excellent" on-the-job rating.

# CLINTON HAD BEEN THROUGH HISTORY

BENJAMIN HARRISON CLINTON - 1890



After discussing the massacre at Wounded Knee today, President Clinton asks reporters to leave so he and an unnamed White House intern can review the Oval Office Log.

## **PRESIDENT HOLDS U.S. ARMY BLAMELESS AT WOUNDED KNEE MASSACRE IN SOUTH DAKOTA** Cites Faulty Peace Pipe Process

WASHINGTON - Dec. 29. President Clinton refused to condemn the Army in the massacre killing of between 150 and 370 Indian men, women and children at Wounded Knee, South Dakota today.

"It's true that before troops opened fire, our generals smoked the peace pipe with tribal elders," he explained. "But under my order, none of our officers inhaled! This meant the Army wasn't required to follow any treaties, and they started shooting. Besides, our intelligence reports indicated the savages were manufacturing arrows, tomahawks and other weapons of mass destruction. It left us no alternative."

Many in Washington are critical of Clinton's ordering troops into action when he himself avoided serving in the cavalry by spending a year at Oxford University in England. Still, an unrepentant Clinton commented, "When I was elected, I pledged to end concern for the Indian's welfare as we know it, and I've fulfilled that promise. Now, our nation can get on with the business of building a bridge to the 20th century."

The public seems to be siding with the President, as recent polls indicate 81% of the population gives him an "excellent" rating as Commander-In-Chief. None of the polls were taken on Indian reservations.

FRANKLIN DELANO CLINTON - 1941

## **PRESIDENT SAYS SLOW RESPONSE TO PEARL HARBOR ATTACK HAS NOTHING TO DO WITH ASIAN CONTRIBUTIONS**

WASHINGTON - Dec. 14. Addressing a joint session of Congress last night, President Clinton called for an all-out declaration to consider how to best respond to last week's unprovoked attack on Pearl Harbor by the Japanese, which resulted in the sinking of over 20 naval vessels and the deaths of approximately 3,000 American military personnel.

Critics immediately charged that the President's slow reaction is directly related to the millions of dollars of Asian campaign contributions he received during the last election.

In referring to the attack, not the one on Pearl Harbor, but the one on his character, Clinton began his remarks to Congress with "December 7th, 1941 - A day which will live in infamy, because

of baseless charges made against me as part of a vast right-wing conspiracy."

Clinton went on to say, "We have to learn the reasons why our respected Asian friends launched their sneak attack before we can respond appropriately, and to that end I have sent Vice President Gore to attend a Buddhist Temple fundraiser, er, fact-finding conference."

Despite the seeming lack of decisive leadership, President Clinton's popularity rating is still at an all-time high. The rating began rising when he adopted a puppy named Fala last month. Following the President's address to Congress, Freshman Kansas Senator Robert Dole was heard exclaiming, "Where's the outrage, where's the outrage?"

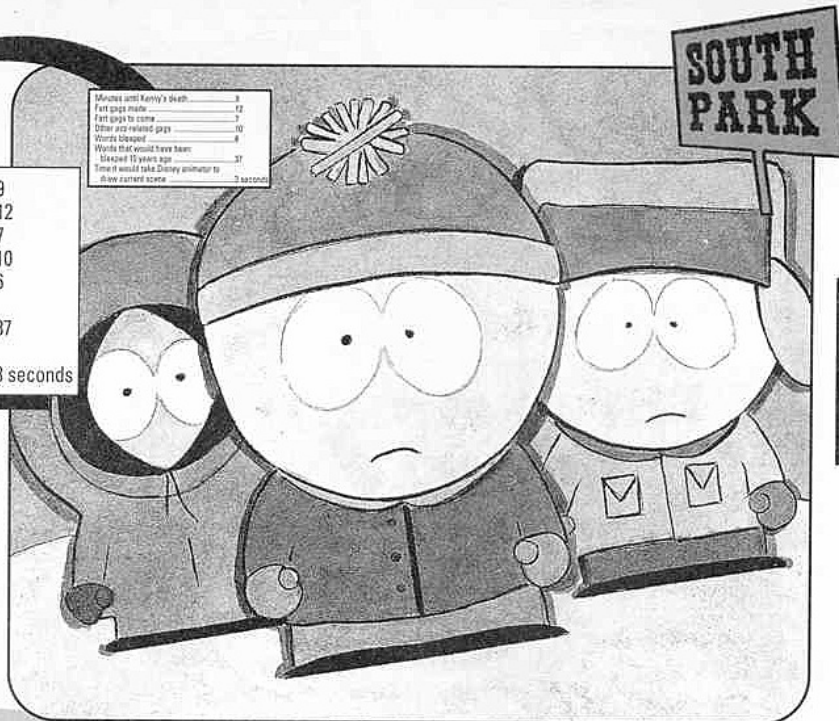


Following his remarks to Congress last night, President Clinton prepares to have a fireside chat with a member of his staff.



Minutes until Kenny's death .....	9
Fart gags made .....	12
Fart gags to come .....	7
Other ass-related gags .....	10
Words bleeped .....	6
Words that would have been bleeped 10 years ago .....	37
Time it would take Disney animator to draw current scene .....	3 seconds

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Fart gags made .....	12
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Other ass-related gags .....	10
Words bleeped .....	6
Words that would have been bleeped 10 years ago .....	37
Time it would take Disney animator to draw current scene .....	3 seconds



White trash on set .....	4
White trash to come .....	7
Punches thrown .....	24
Punches landed .....	2
Punch efficiency .....	8%
Words bleeped out .....	57
Cliches in Jerry's final thoughts .....	12



## STATS ENTERTAINMENT! DEPT.

One of the precious few good things to come out of the FOX network (besides Christina Applegate) has been the "FOX Box" — the little graphic displayed on the upper left hand corner of your TV screen during sporting events that details such information as the score, the time remaining and what down it is. Don't you wish all TV programs kept you that well-informed? No? Well, play along anyway as we present...

# WHEN NON-SPORTS THE "FOX BOX"

Time till next Tom Cruise reference .....	46 seconds
Butts kissed .....	15
Consonants ignored .....	19
Streisand mentions .....	28
Pointless applause .....	102 decibels

Time till next Tom Cruise reference .....	46 seconds
Butts kissed .....	15
Consonants ignored .....	19
Streisand mentions .....	28
Pointless applause .....	102 decibels



Minorities insulted for dramatic impact .....	6
Shots of partially exposed breasts .....	3
Inches away from seeing nipple .....	1.5"
Compound words using "ass" .....	12
Interrogation tactics that would have Hard Copy drooling .....	9
% of time Sipowicz is pissed .....	62%
% of caffeine in cops' blood .....	81%

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% of time Sipowicz is pissed .....	62%
% of caffeine in cops' blood .....	81%



# JERRY Springer show



Pointless Ed Koch anecdotes told	8
Average IQ of defendant	68
Average IQ of plaintiff	81
% of people interviewed on street with valid insights	3%
% of people interviewed on street just mugging for camera	47%

# THE PEOPLE'S COURT



# SHOWS USE CONCEPT

ARTIST: DREW FRIEDMAN  
WRITER: ANDREW J. SCHWARTZBERG

Self-disparaging hair jokes	5
Jokes in monologue	19
Jokes well-constructed	5
Jokes Dave didn't finish	4
Jokes so bad Dave didn't even try to save them	6
Punchlines repeated over and over again for cheap laughter	3
Good jokes in the Top Ten List	4
Time till Dave next mugs for camera	43 seconds

# NYPD BLUE



# LATE SHOW with David Letterman



Lesbian references	6
Lesbian references to go	34
Euphemisms for lesbian	5
Reminders that Ellen is a lesbian	122
Non-gay issues explored	0

ellen



Lesbian references	6
Lesbian references to go	34
Euphemisms for lesbian	5
Reminders that Ellen is a lesbian	122
Non-gay issues explored	0

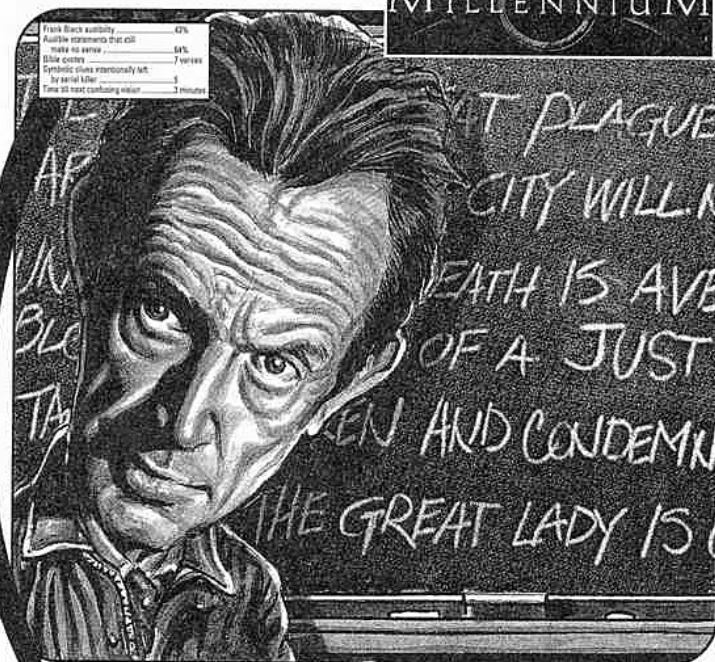
Length of time Dr. Drew waits to give real advice while Adam insults caller	23 minutes
Helpful tidbits from celebrity guest	0
Combined length of penises discussed	92 inches
People told to seek counseling	14
People who will seek counseling	0
Times Adam Carolla mentions how much he likes lesbians	8

LOVELINE



Length of time Dr. Drew waits to give real advice while Adam insults caller	23 minutes
Helpful tidbits from celebrity guest	0
Combined length of penises discussed	92 inches
People told to seek counseling	14
People who will seek counseling	0
Times Adam Carolla mentions how much he likes lesbians	8

MILLENNIUM



Frank Black audibility	43%
Audible statements that still make no sense	64%
Bible quotes	7 verses
Symbolic clues intentionally left by serial killer	5
Time till next confusing vision	3 minutes

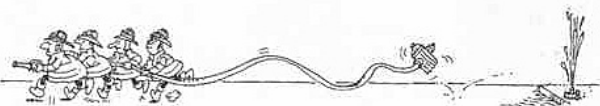
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Symbolic clues intentionally left by serial killer	5
Time till next confusing vision	3 minutes

Time until Mulder's next paranoid theory	52 seconds
Time it will take Scully to debunk theory	14 seconds
Packs of cigarettes Cancer Man has gone through	8
People not trusted by Mulder	73

THE X FILES



Time until Mulder's next paranoid theory	52 seconds
Time it will take Scully to debunk theory	14 seconds
Packs of cigarettes Cancer Man has gone through	8
People not trusted by Mulder	73





# MERELY 99¢ STORE

WE ACCEPT

VISA

MasterCard



Where Lower Quality Means Lower Prices

When It Comes To Kids, MERELY 99¢ IS YOUR CHOKING-HAZARD HEADQUARTERS!

## Toys!

Visit Our Toy Aisle For The Latest In Cheap, Unlicensed Knockoffs Of The Toys Your Kids Really Want!!

Each Toy Guaranteed To Feature A Name, Instructions, Or Both, In Amusing Pidgin English Courtesy Of Chinese Manufacturers!



Your Choice

merely 99¢

## All-Natural Welcome Mats

Smells Just Like A Wet Dog!

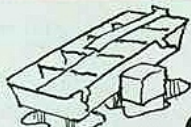
2 for .....merely 99¢



## Brittle Ice Trays

Withstands Temperatures As Low As 40 Degrees!

2 for .....merely 99¢



## Calendars

1997 Calendar Accurate Again In 2003

1996 Calendar Accurate Again In 2036

Stock Up Now!

10 for .....merely 99¢



## Toilet Bowl Deodorizers

The Kind No One Has Used Since The 1960s • Wrapped In Bright, Multi-Colored Cellophane • Often Mistaken For Candy By Children • Highly Toxic



5 For merely 99¢

## Hiss Brand Audio Tapes

Naturally Enhances Recordings By Adding A Low Steady Buzz And Occasional Pops • Guaranteed To Be Attached To At Least One End Of The Spool

60 Minutes

Pack of 8 Tapes

merely 99¢



## Slightly Irregular Women's Underpants

Root Through Our Large Selection Of Loose Underwear In Our Loose Underwear Bin!

Many Surprises! Too Many Holes! Not Enough Holes! Holes Where They Shouldn't Be!

Perfect For Ladies On A Tight Budget Or The Weekend Cross-Dresser



3 Pairs For

merely 99¢

## Mrs. George's Cat Food

6 Oz. Can .....5 for merely 99¢

Product of China



## Mrs. George's Canned Tuna

6 Oz. Can .....5 for merely 99¢

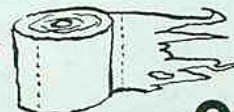
Product of China



## Ethereal 1/4-Ply Toilet Paper

4-Roll Pack .....merely 99¢

"Melts in your hand, not in the can!"



## Flat, Oversized Soda

Choose From Many Flavors Regular Stores Will Not Stock Due To Lack Of Sales Grapefruit • Yam • Pine • Peanut Butter • Tapioca

Unwieldy 3 Liter Bottles

merely 99¢





**MERELY**  
**99¢**

Where Dignity Takes A Vacation

## Seasonal Candy

Whatever The Occasion, We've Got Delicious Treats For The Holiday That Was Over Just Three Months Ago!



Your Choice **merely 99¢**

## Overruns Of Enormous Plastic Cups From Convenience Stores

Giving Them To Us To Sell Was Cheaper Than Paying Expensive Landfill Fees!

6 For.....**merely 99¢**



## Eighth Generation Brand 60 Classic Cartoons

Over 6 Hours Of Ancient, Badly-Transferred Animated Cartoons On A Low-Grade VHS Tape

Not Considered Funny Or Interesting Since 1948, These Cartoons Fell Into Public Domain Due To Lack Of Interest From The Original Copyright Holders

The Same Cartoons Your Kids Can See Much Clearer On Any Number Of Local Television Stations If They Were At All Interested In Watching Them In The First Place

Poorly-Executed Box Art Barely Resembles The Characters On The Tape, Thus Releasing The Manufacturer From Copyright Infringements

Great Stocking Stuffers!

**merely 99¢**



**MERELY**  
**99¢**

The Only Difference Is The Quality!

**MERELY**  
**99¢**

Home Of The Open And Abandoned Box Of Cookies!

**MERELY**  
**99¢**

### Shabbily-Bound® Paint Brushes

No Need To Clean—All The Bristles Are Gone Before You Finish Painting!



2 For **merely 99¢**

### Misnomer® Cling Wrap

It Doesn't Cling To Anything!

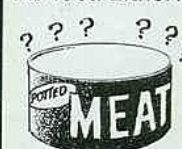


2 Boxes For **merely 99¢**

### Potted Meat Food Product

Have Fun Guessing What It Is!

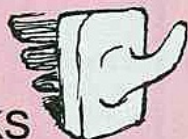
We Have No Idea Either!



2 For **merely 99¢**



### Handy Peel & Stick Hooks



Sturdy Adhesive Backing Remains Attached To Wall Or Refrigerator Long After Plastic Hook Portion Has Snapped Off!

3-Pack.....**merely 99¢**

### Jumbo Bottle Of Aspirin

Handy 1-Gallon Size

Ideal For Migraine Sufferers

30,000 Count.....**merely 99¢**





**Yes!** We Have Rows Of The  
Identical, Chintzy,  
Badly-Painted Ceramic  
Knickknacks You Love!



Clowns



Birds



Clowns  
With Birds



Clownbirds

**merely 99¢**

**Fashion Jewelry!**

## Earrings

Low-Grade Tin Sprayed With  
A Thin, Scratch-Off Lottery-  
Ticket-Type Gold Coating

Many Tawdry Styles To  
Choose From

May Cause Slight Infection  
In Some Users. If Gangrene  
Develops, Cut Off Affected  
Lobe(s), Cauterize Wound,  
And Discontinue Use.



2 Pairs For

**merely 99¢**

## Plastic Bowls



3 for ..... **merely 99¢**

Retains Bowl-Like Shape At  
Temperatures Up To 85 Degrees

Perfect For Non-Liquid Food Items That  
Are Not Intended For Human Consumption

**Where The Line Always  
Backs Up Into Our Already  
Over-Crowded, Narrow Aisles!**

**MERELY  
99¢**

**Stretch That  
Sweatshop  
Paycheck Further**

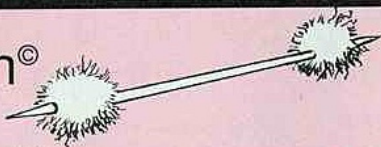
**MERELY  
99¢**

## Pok't Drum® Swabs

Now With Cotton Tips

3 Packages for ..... **merely 99¢**

Preferred Over Rusty Shingle Nails  
And Shrimp Forks By Most Ear Doctors



## Obsolete Spices

2 For ..... **merely 99¢**

Not Used In Any Known Recipe  
After 1958! Choose From Brisket Rub,  
Granulated Alum Or Adobo

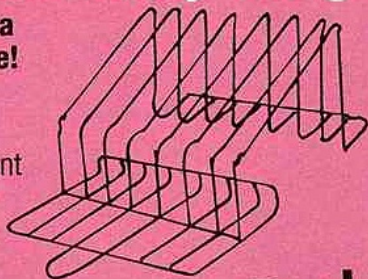


## Vinyl-Coated Wire Caddy-Things

For Shower, Sink Or Any Area  
Prone To Excessive Moisture!

Flimsy Steel Wire, Covered  
With Thin, Uneven Vinyl  
Coating Guarantees Permanent  
Rust Stains On Everything It  
Comes In Contact With!

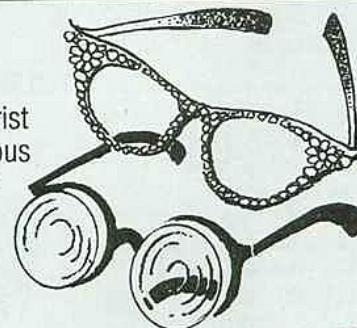
Vinyl-Coated Drying Rack  
Also Available! Ruin All  
Your Wool Sweaters, Too!



**merely 99¢**

## Eyeglasses

Why Spend Hundreds Of  
Dollars Going To An Optometrist  
To Have A Potentially Dangerous  
Eye Condition Diagnosed And  
Remedied When You Can  
Buy A Dubious Quick-Fix  
For Under A Buck?



Many Made  
With Matching  
Left And Right  
Lenses!

**merely 99¢**



**MERELY 99¢**

Where Low Paid Immigrants And Seniors On Fixed Incomes Come Together To Fight Over The Last Box Of Generic Corn Flakes!

CHECK OUT THESE  
**SUPER SPECIALS!**

### Photo Albums

The Kind That Ruin Your Photos!  
Now With Stronger Glue That reacts In Even Worse Ways To The Chemicals In Your Prints, Making The Resulting Discolored Mess Even Harder To Remove From Its Pages!



3 For .....merely **99¢**

### Musical Greeting Cards

In Scandinavian Or Yiddish!  
Choose From 75th Anniversary, St. Swithins Day, Or Sympathy Plays "Feliz Navidad"



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### Vet's Friend® Pointy Rawhide

Choose From  
• Splinters  
• Spears  
• Right Triangles



15 Pound Bag .....merely **99¢**

## Party Supplies

All Featuring  
The Hottest  
Characters From 5  
To 12 Years Ago!

Start Your Kids' Inevitably Nightmarish Birthday Party/Sobfest On The Right Foot By Making Them Look Like Out-Of-Touch Losers In Front Of Their Friends!

Selection Includes:

- Teenage Mutant Ninja Turtles
- Smurfs
- Trolls
- The Addams Family
- Steel
- Judge Dredd
- And Others!



Cups, Plates, Napkins,  
Tablecloths, Invitations

Your Choice .....

**merely 99¢**

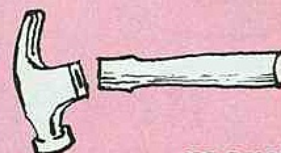
## Good Intentions® Biodegradable Garbage Bags



2 Boxes For .....merely **99¢**

Choose From Light Duty Or Extra Light Duty! Disintegrates In Sunlight Or From The Light Of A 75-Watt Bulb!

## Loose-Headed Hammers



Each .....merely **99¢**

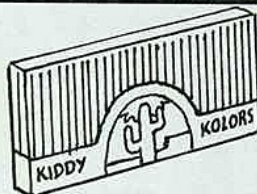
Sure To Fly Off And Injure A Bystander!

## Inaccurate Plastic Measuring Cups With Smudged, Crooked Printing



2 for .....merely **99¢**

## 32-Piece Colored Marker Set



All The Colors Of The Rainbow  
In Various Stages Of Drying Out

.....merely **99¢**

## Men's Dry, Flaking Deodorant

Wads Itself Into Little Balls  
In Your Underarm Hair—  
Extra Strong Formula  
Fights Wetness While Making  
Your Armpits A Painful Red Mess

2 For .....merely **99¢**



## Bargains Galore In Our Lukewarm Soda Case!

# About-To-Expire Cold Cuts

Buy Your Refrigerated Food Needs From A Store Not Equipped To Carry Perishables  
—And Save!

Choose From:

- Honey Ham With Jalapeño
- Turkey Breast With Jalapeño
- Bologna With Jalapeño
- Pastrami With Jalapeño,
- Chicken Breast With Salmonella



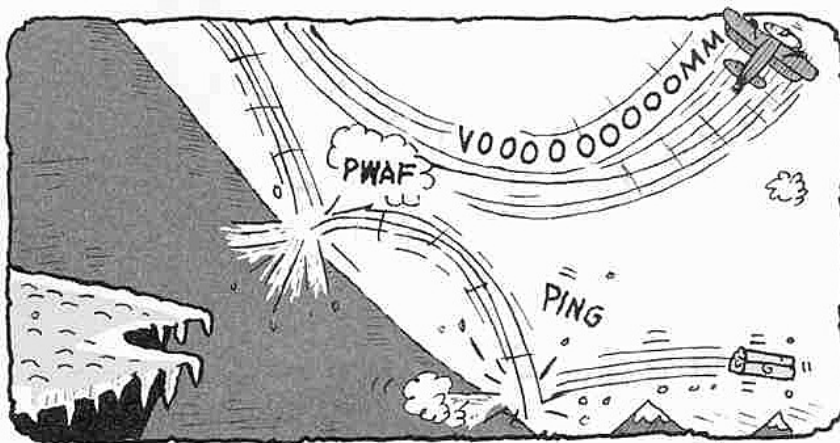
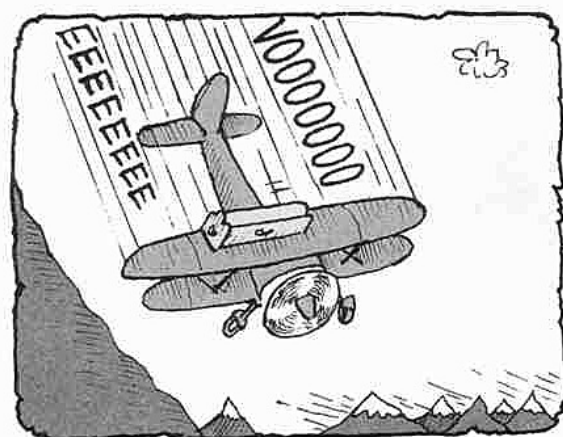
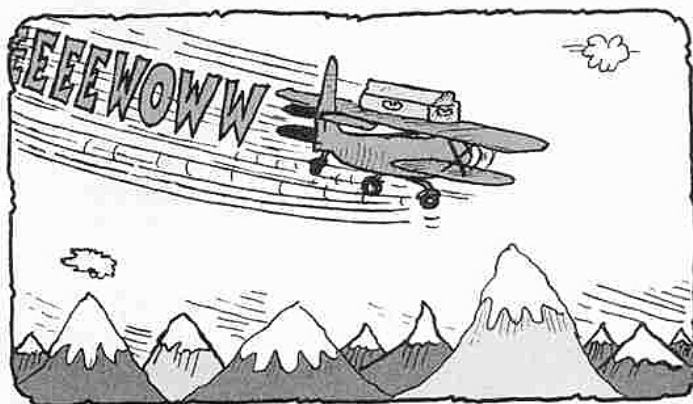
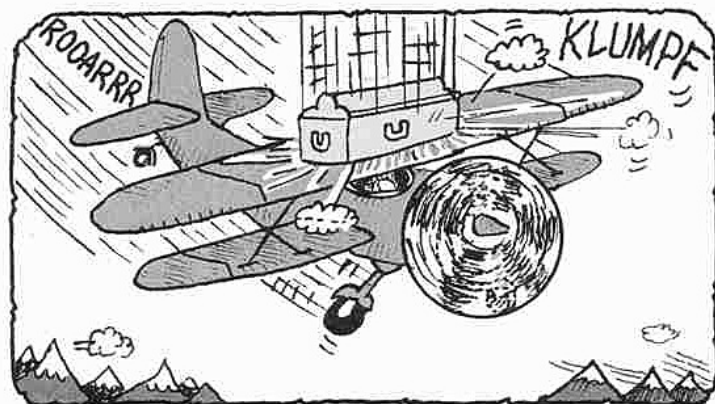
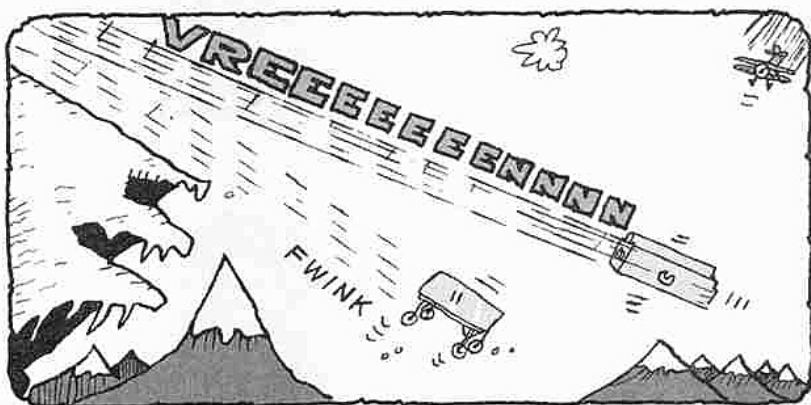
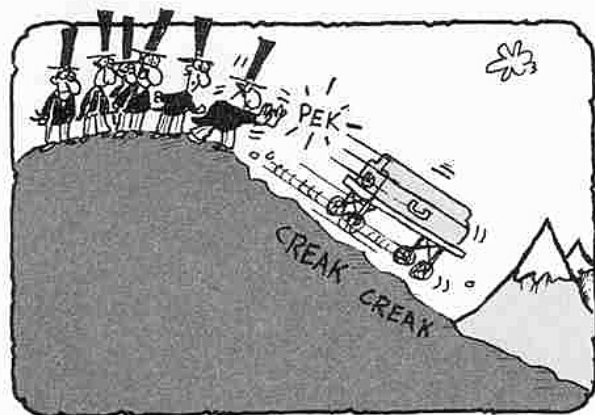
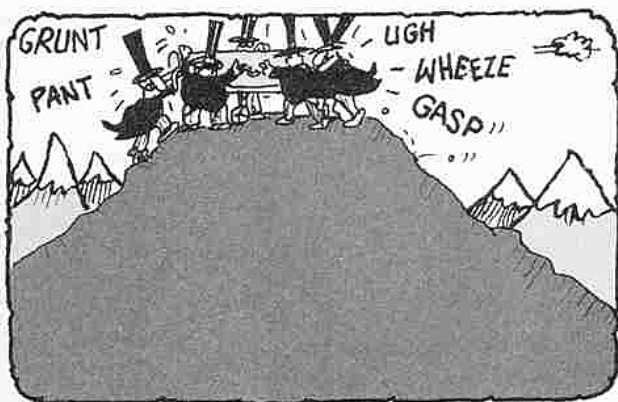
3 Packs For .....

**merely 99¢**

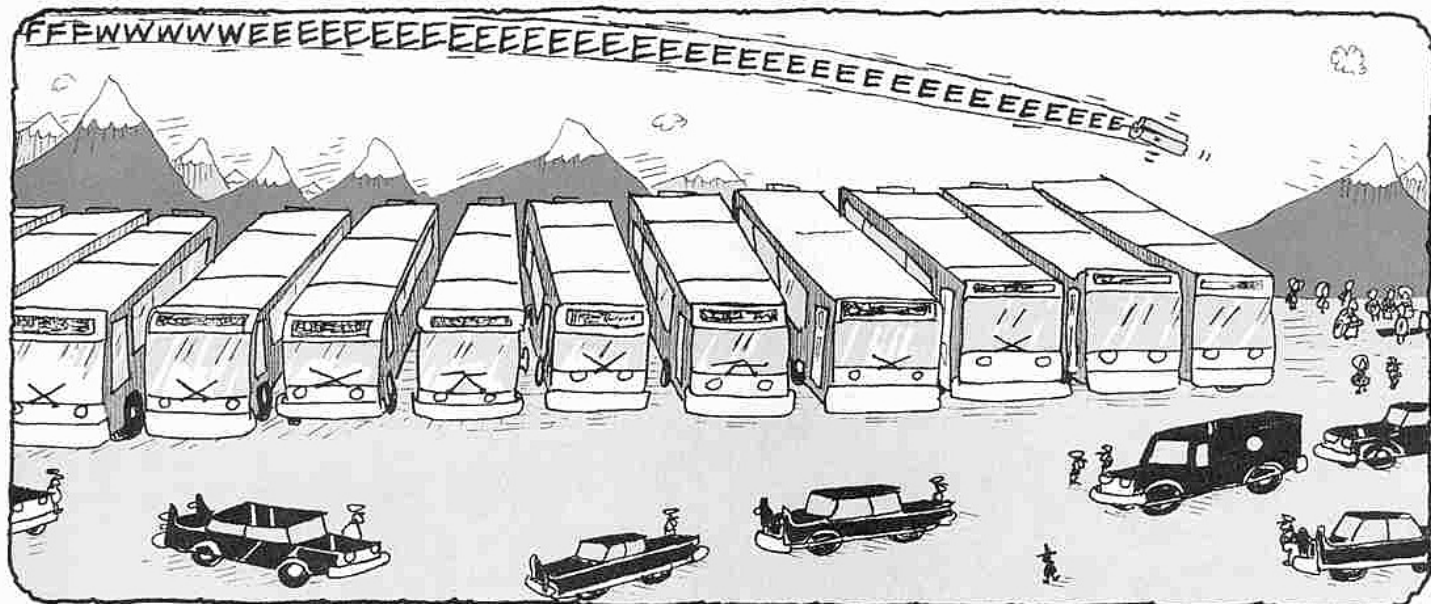
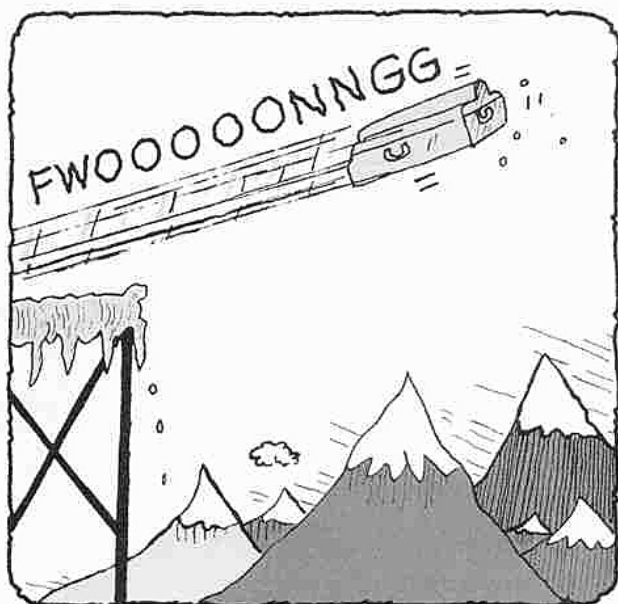


# TALES FROM the DUCK SIDE

# THE DAREDEVIL'S ADVOCATE







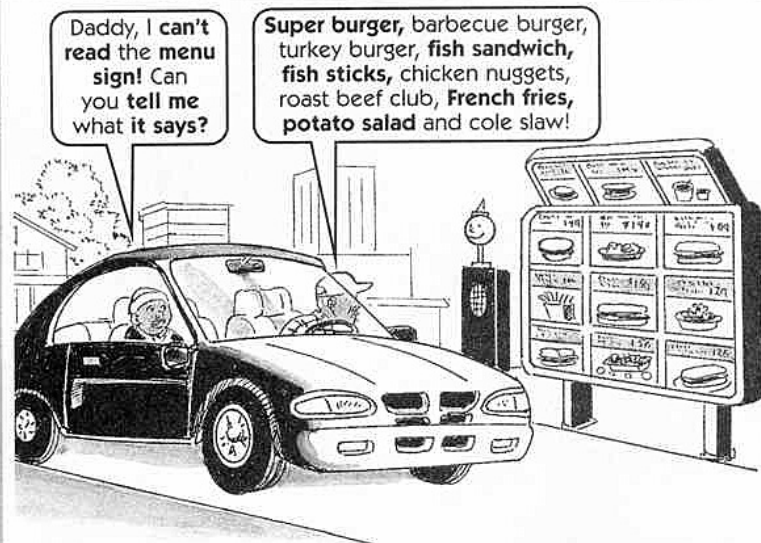




BERG'S-EYE VIEW DEPT.

# THE LIGHTER SIDE

## FAST FOOD



## SOCIOLOGY

A hundred years ago, parents had lots of children!

Today, children have lots of parents!



ARTIST AND WRITER: DAVE BERG

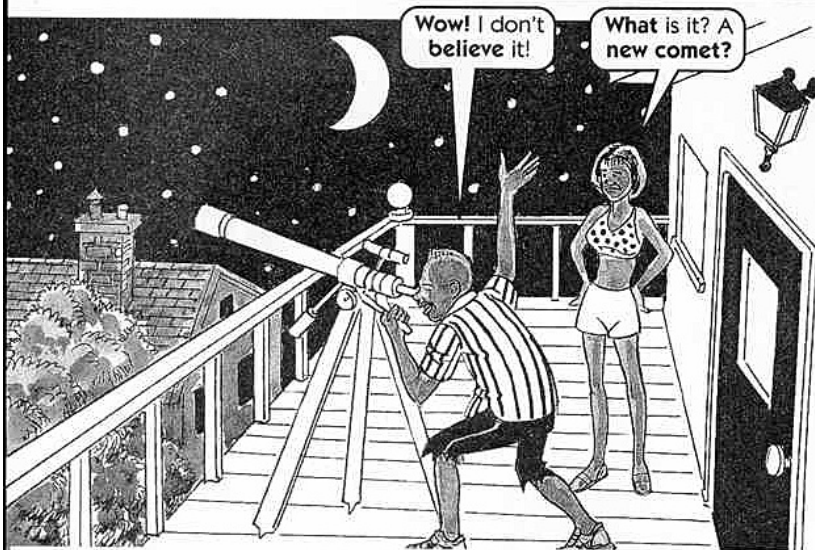


## ART

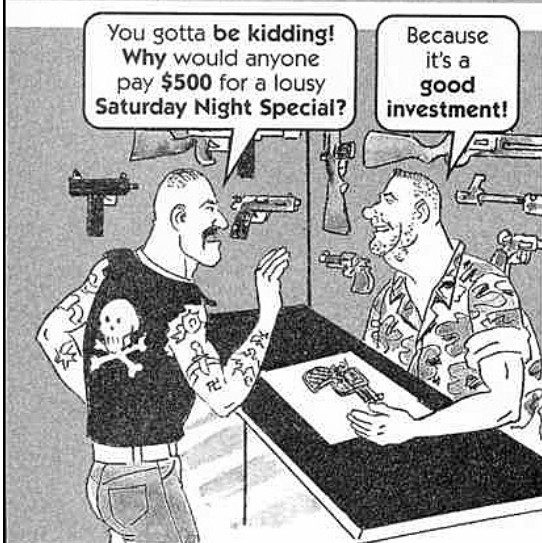




## ASTRONOMY



## GUNS



## THERAPY



## SHOPPING





## POWER



## FASHION

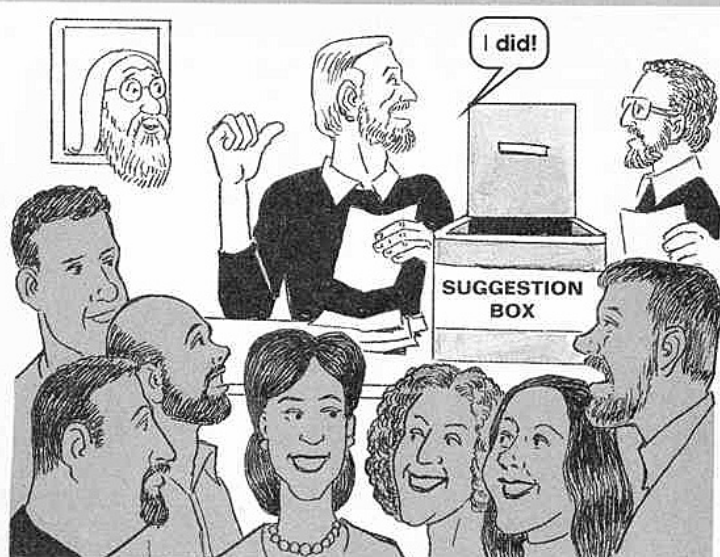
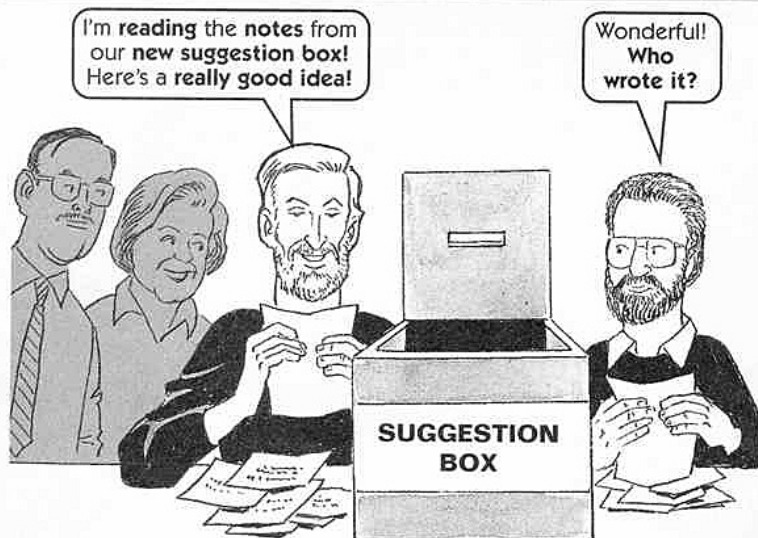


## RELATIONSHIPS





## THE OFFICE



## RELIGION



## DOCTORS

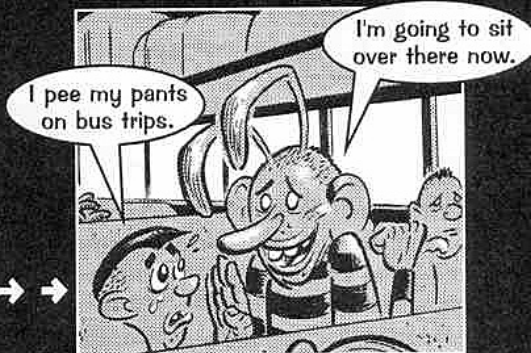
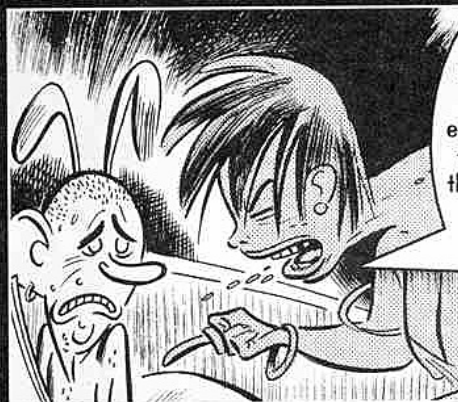
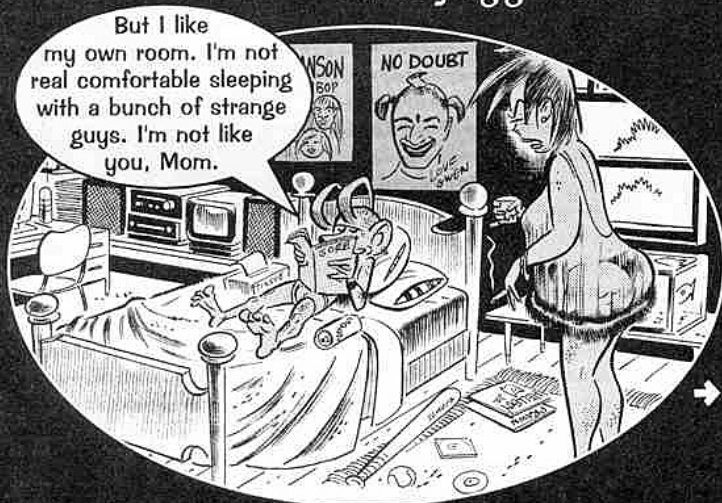




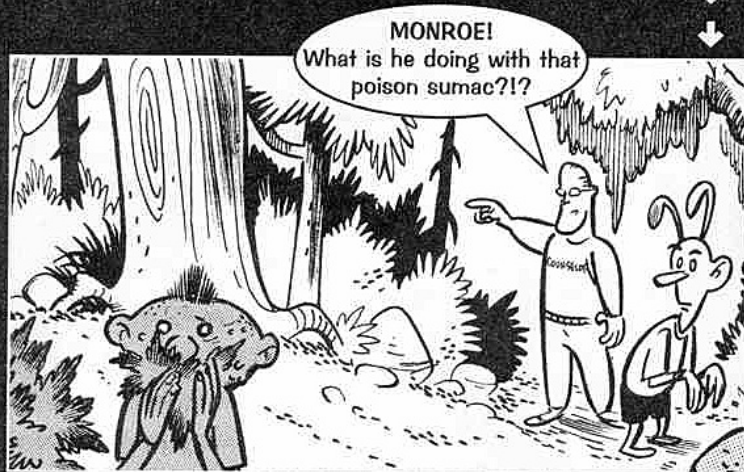
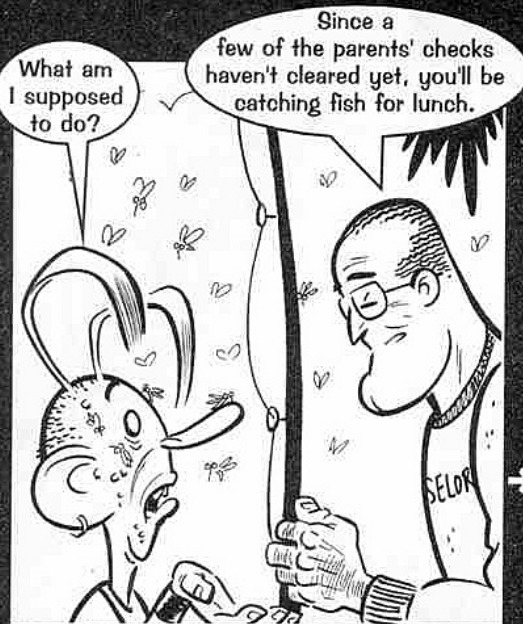
# MONROE &...

## THE SUMMER CAMP JOB

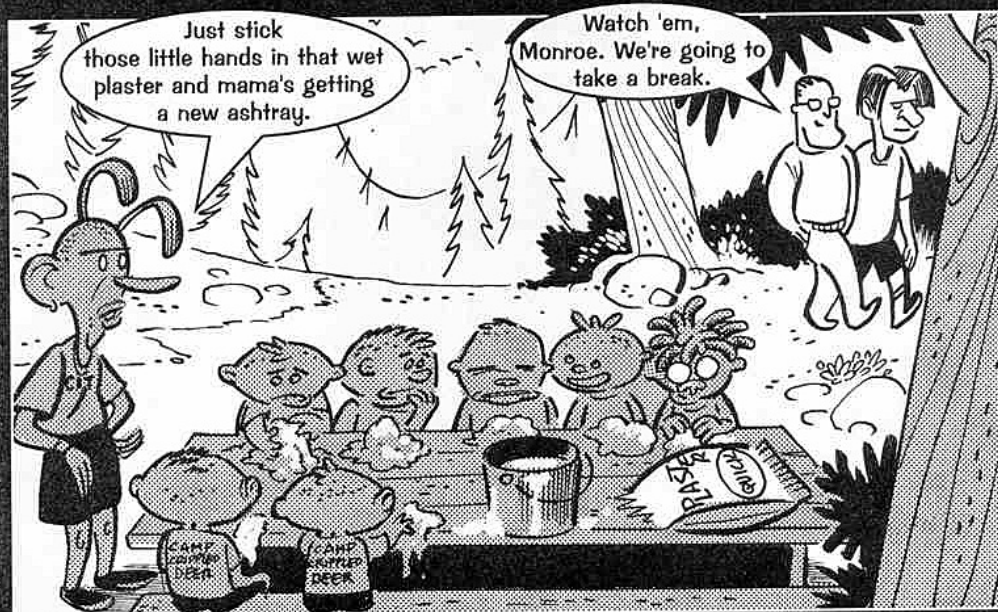
Ah, Summer! A time to kick back on the beach, sip a slurpee and let your brain atrophy. Unless you're our hero, because for him it's time for his first summer job!!! Good old mom "pulled a few strings" and landed our boy a gig as a C.I.T. - Counselor in Training. Pack your bug repellent and off we go!



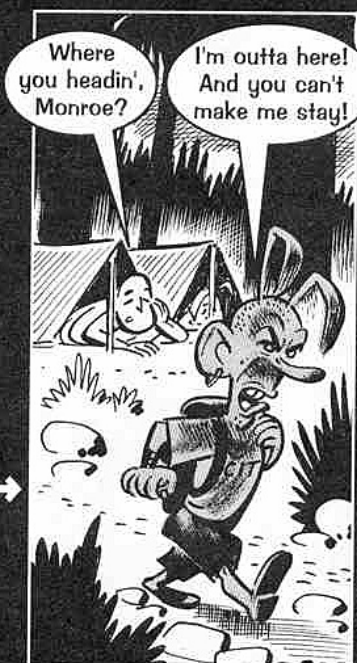
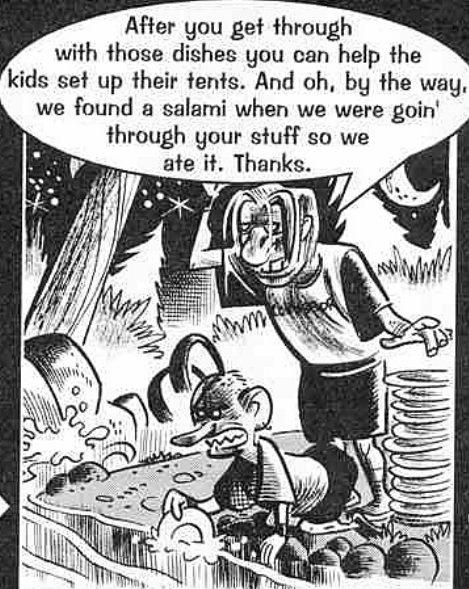












To Be Continued...





# HEAR THE RADIO THAT WOKE UP AN ENTIRE INDUSTRY\*

\*To the fact that there are idiots out there willing to spend hundreds of dollars just for a radio!

*Popular Audio* wrote that it is "a sonic masterpiece." *Radio Magazine* wrote that it is "simply amazing...a genuine breakthrough in sound quality!" And *High Fidelity* wrote, "Sorry, but you'll have to take thousands of dollars in advertising in our magazine like you did in *Popular Audio* and *Radio Magazine* before we'll write hyped-up copy about how great your radio is." What radio are they all talking about? The Boose® Wavy radio.

## HALF A MILLION PEOPLE ALREADY OWN THE BOOSE® WAVY RADIO.

In just over three years, the Wavy radio has changed the way half a million people listen to music — people like Stanley Karpinski of Staten Island, NY, who said, "It's changed the way I listen to music. I stopped listening to CDs and audiocassettes! I had to! The Wavy won't play them. It's just a damn radio!"

## OUR EXCLUSIVE, AWARD-WINNING DESIGN

The secret to the Wavy radio's remarkable success lies in an exclusive, award-winning design. Our experts spent countless hours designing sleek, elegant ads for the Wavy radio, resulting in a remarkably successful ad campaign that has won numerous awards for its design. The actual design of the radio itself



Open up a Wavy radio and you'll see our exclusive acoustic wavyguide speaker technology. You'll also immediately void our 30-day money back guarantee.

was a piece of cake, using the same technology found in a \$9 K-Mart clock radio. The Wavy radio measures just 4 1/2" x 14" x 8 1/4" x 10" x 22 1/8" x 9". It comes with a credit card-sized remote control that will easily slip between the tightest of sofa cushions never to be seen again, six AM/FM pre-set buttons that have been permanently set at the factory to our favorite stations for your convenience, and dual alarms which can be heard up to five miles away. Is it any wonder that people who weren't smart enough to buy a stereo system with a CD player, AM/FM radio, dual cassette deck, graphic equalizer and detachable speakers (for half the price that our product costs) are now stuck using the Boose® Wavy as their primary stereo system?



This miniature remote control was lost forever right after this photo was taken.

## EVEN OUR IN-HOME TRIAL SOUNDS GREAT.

Order a Wavy radio today and take advantage of our risk-free, in-home trial. If after 30 days, you aren't convinced that this is the best sounding radio you've ever heard, simply return the radio to us in its original unopened carton for a full refund. No questions asked! That's right! You have our 100% guarantee that our in-home trial sounds great, providing you don't go back and reread this last paragraph for finely-crafted legal loopholes.

## CALL TODAY AND MAKE SIX INTEREST-FREE PAYMENTS.

The Wavy radio is available for \$349 direct from Boose®, one of the leading names in high fidelity equipment manufacturers when listed alphabetically. And now our six-month installment payment plan lets you make six monthly payments interest free when you agree to our exclusive seventh payment of all interest! Call today and hear more about the product that has consumer groups and state attorneys general talking.

CALL BY  
NOVEMBER 1, 1998  
and ask our operators about  
FREE SHIPPING  
and why we don't offer it.

## CALL 1-800-BAMBOOZLED EXT. R2D2

When you call, ask about our six-month installment payment plan. (Qualifications based on a sworn affidavit that you own a valid credit card and that your call is not being traced or recorded by law enforcement officials.) Also ask about FedEx® delivery service and how it differs from the third rate carrier we'll be using to ship your radio.

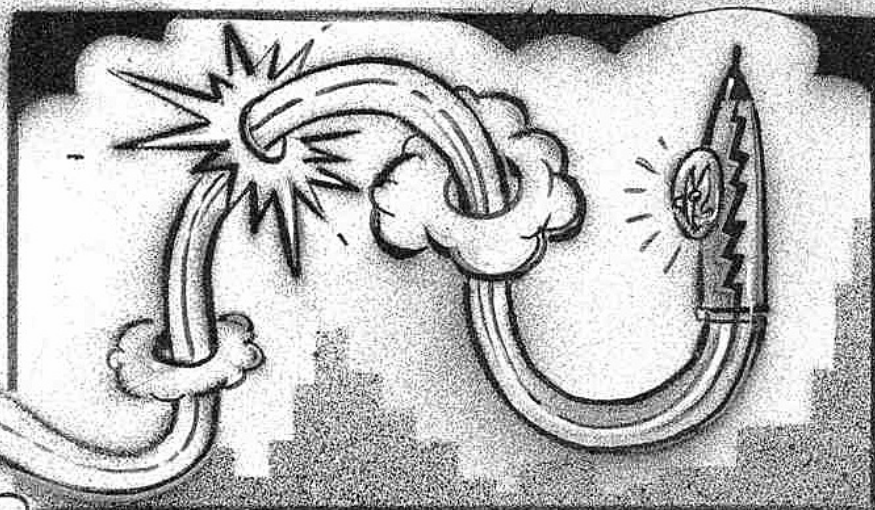
Please specify your color choice:  
☐ Barry White ☐ Earl Gray

Mr./Mrs./Ms. \_\_\_\_\_  
Name (Please Do Not Print) \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Morning Phone \_\_\_\_\_  
Afternoon Phone \_\_\_\_\_  
Late Afternoon Phone \_\_\_\_\_  
Evening Phone \_\_\_\_\_  
(No Salesmen will call.)

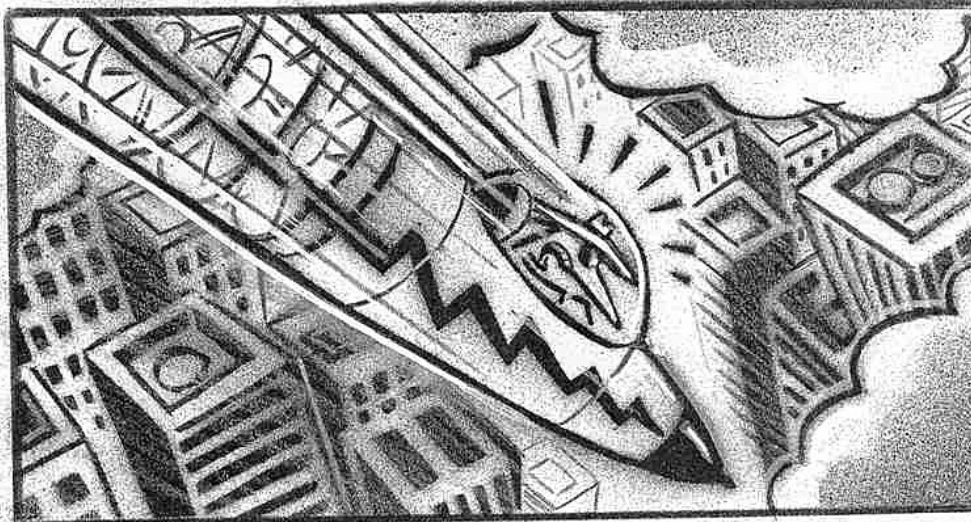
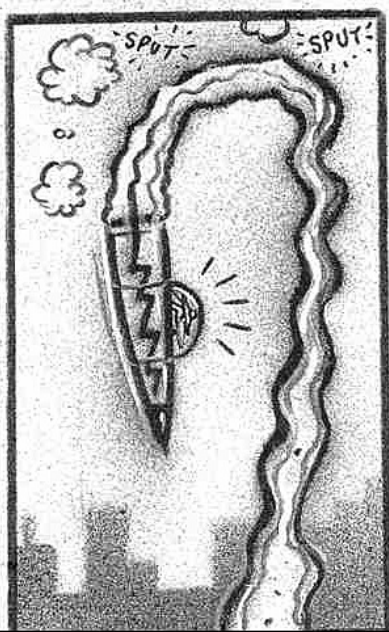
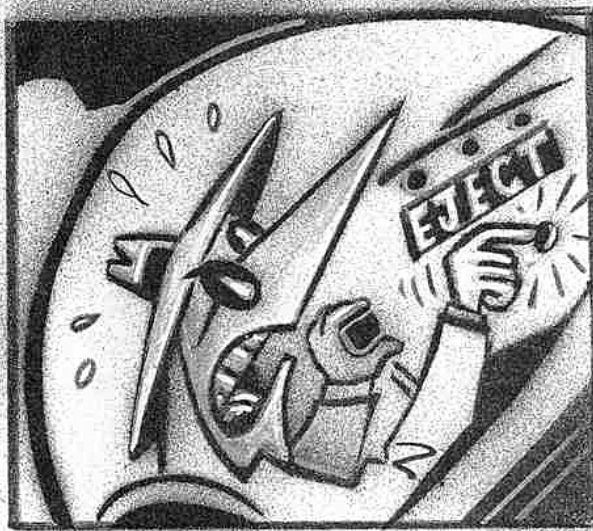
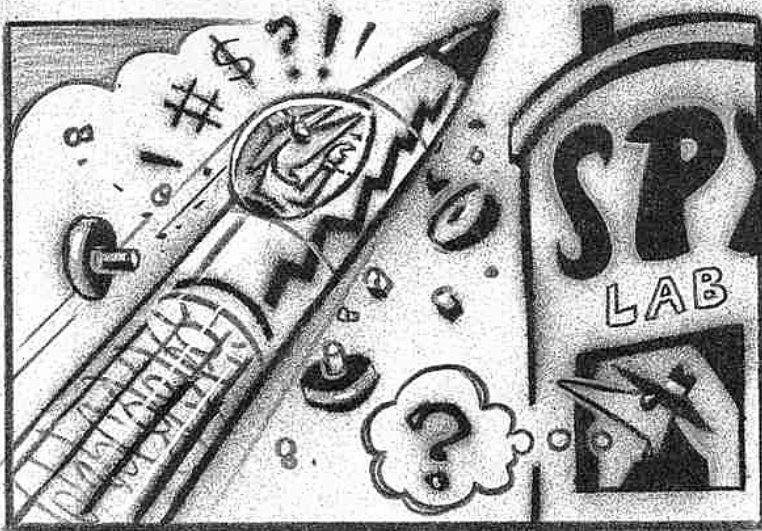
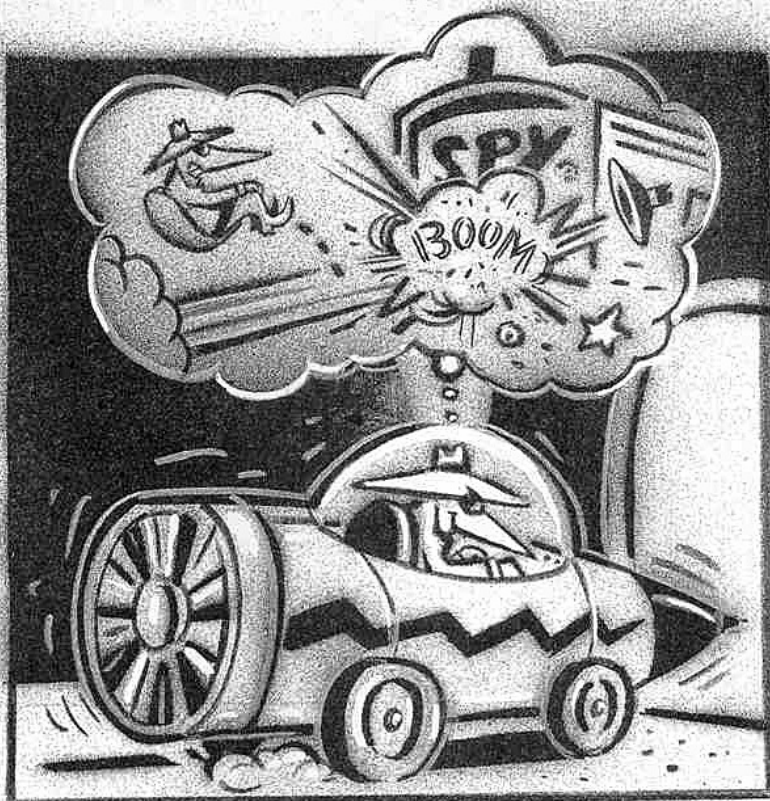
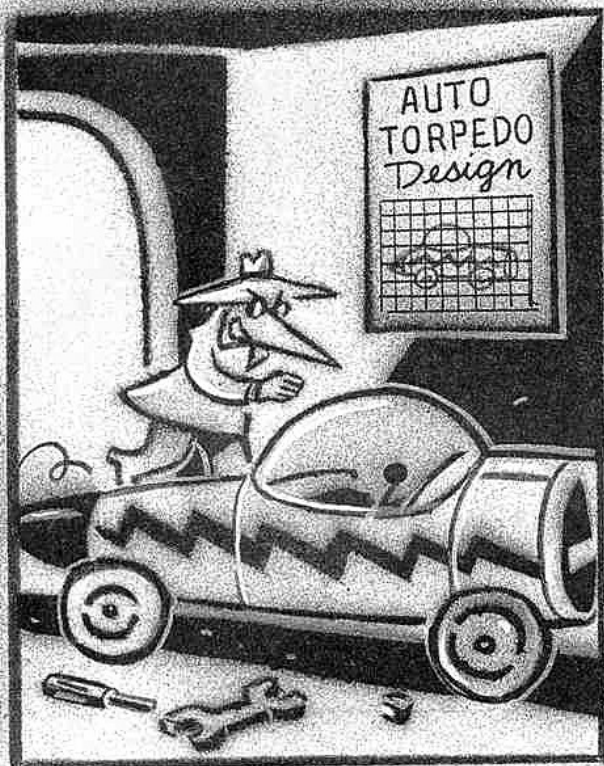
Mail to Boose® Corporation, Dept. NOCD-RU-NUTS  
The Compound on The Mountain, Framed Again, MA 00019

**BOOSE®**  
Better sounding ads through research®



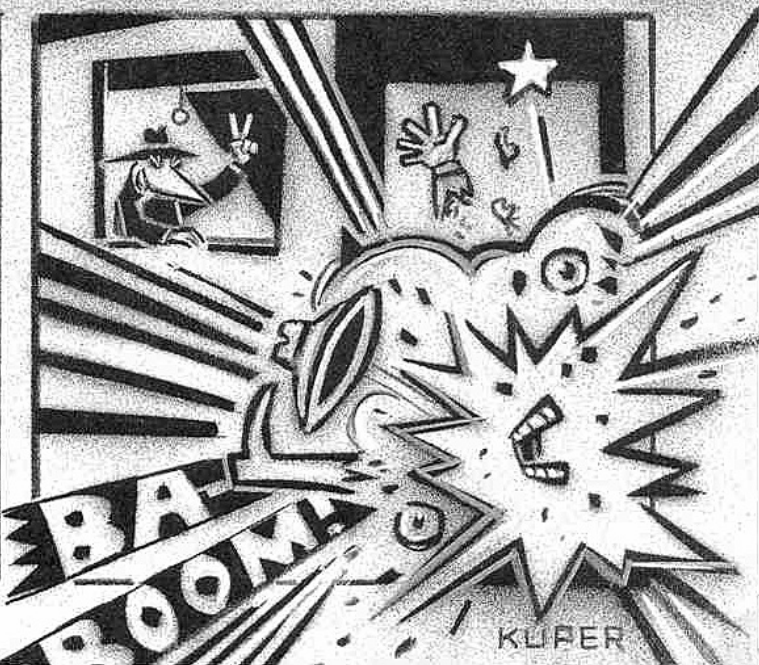
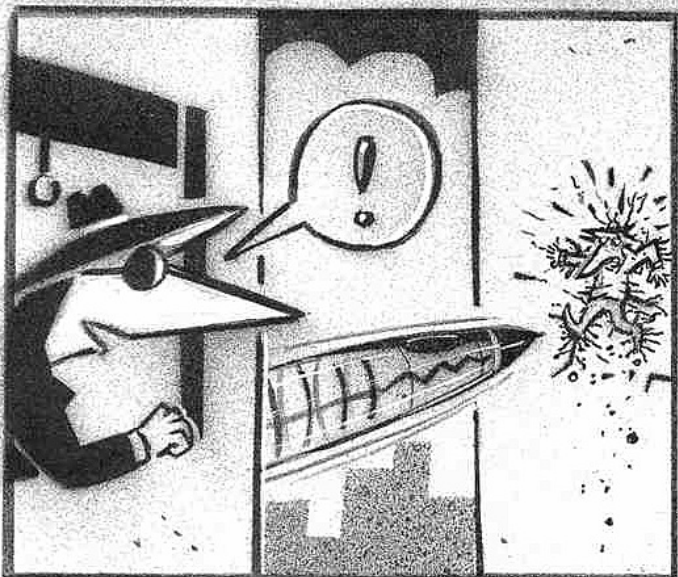
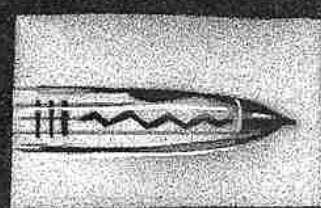
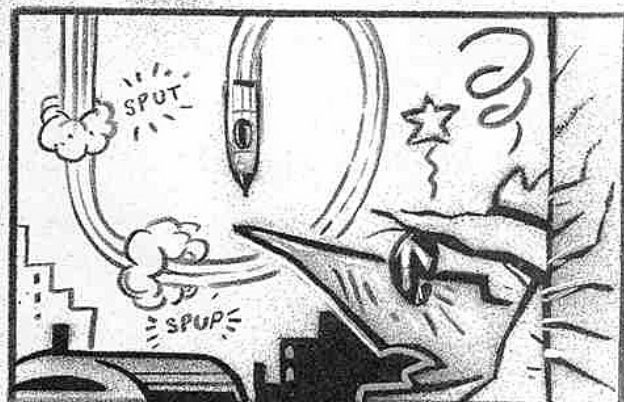
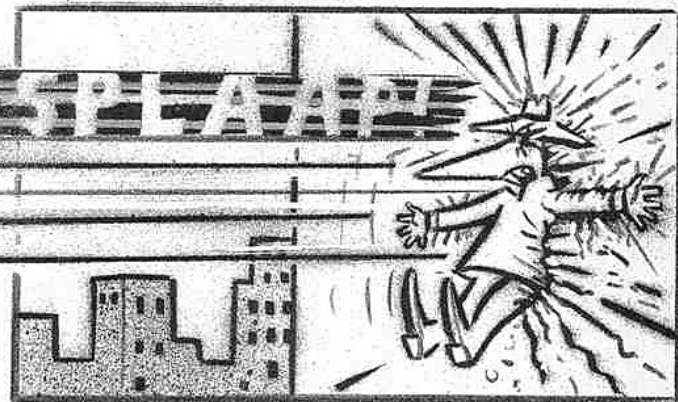
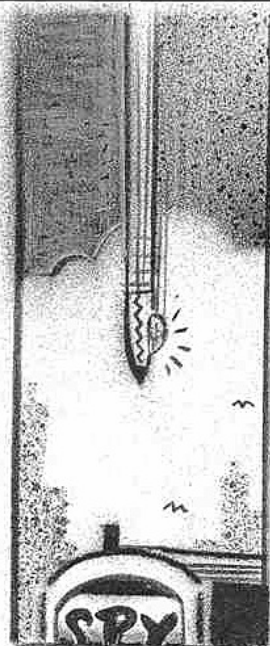






**MORE**









There's a book that recently (and inexplicably) made a climb up the best-seller list called *Snaps*, a collection of insults and taunts that allows even the most uncreative of homeboys to have well-rehearsed put-downs on the tip of their tongue. The problem is, the book didn't include every type of jibe needed in this fast-paced, technological age! That's where we come in! Here's...



Yo' mamma's so **FAT**, she uses **TRIPLE E-MAIL**!

Yo' mamma's so **DUMB**, she spent five hours trying to **FIND** the **"ANY" KEY**!

Yo' mamma's so **UGLY**, she can't even **TURN ON** her **COMPUTER**!

Yo' mamma's so **LAZY**, she'll only **SINGLE CLICK** the **MOUSE**!

Yo' mamma's so **DUMB**, she looks **BEHIND HER** before she hits the **BACKSPACE KEY**!

Yo' mamma's so **UGLY**, she can't get a **CYBER DATE**!

# CYBER-SNAPS

YO' MAMMA JOKES FOR COMPUTER NERDS

Yo' mamma's so **FAT**, she has to use **DOORS** instead of **WINDOWS**!

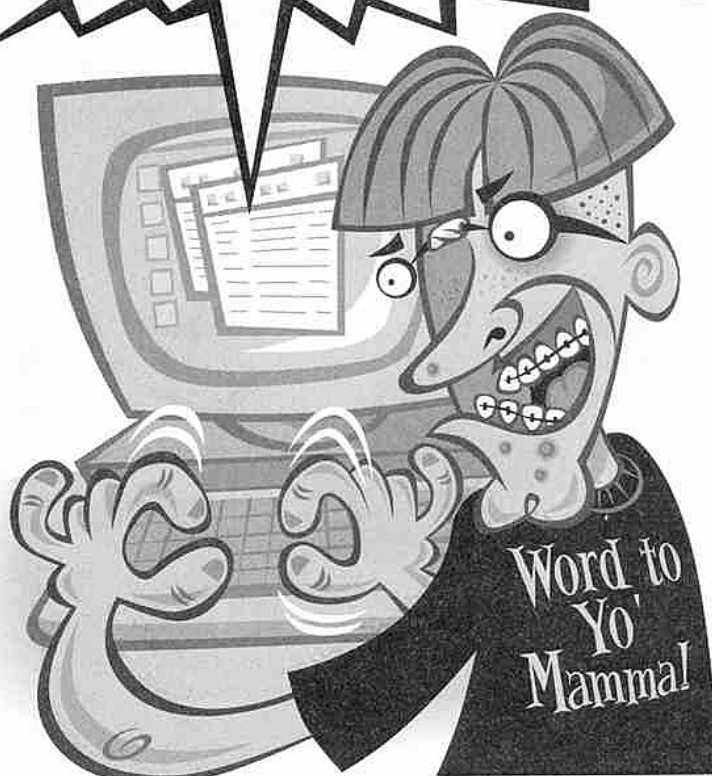
Yo' mamma's so **UGLY**, the **GLARE SCREEN** protects the **MONITOR** from **HER**!

Yo' mamma's so **LAZY**, she'll **CUT**, but **WON'T PASTE**!

Yo' mamma's so **DUMB**, she puts on a **WET SUIT** to **SURF** the **NET**!

Yo' mamma's so **FAT**, she **CAN'T FIT** in a **CHAT ROOM**!

Yo' mamma's so **DUMB**, she **SPELL CHECKS** her **NAME**!





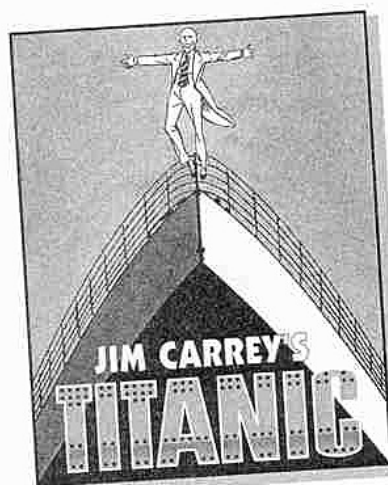


# ICEBERG'S-EYE VIEW DEPT.

Now that *Titanic* is the highest-grossing film of all time, Hollywood logic dictates that there **MUST** be a sequel. The problem is, the ship sank only once, story over, done deal!

Not to worry, though! We screenwriting geniuses at MAD have a plethora of ideas for...

# TITANIC SEQUELS



If you were one of the millions of people who enjoyed James Cameron's *Titanic*, just wait 'til you see what happens when the Master of Mugging himself, Jim Carrey, takes a crack at the same story! Yes, the Clown Prince of Ham is at it again, going through his entire repertoire of exag-

gerated expressions of panic as the mighty ship sinks into the sea! After two hours of his frenetic, over-the-top acting style, you'll never be happier to see a man drown!



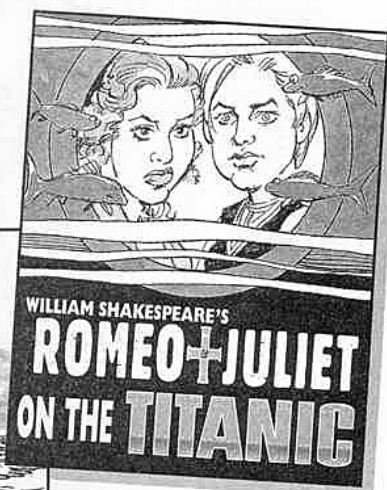
The berg is back! Not content with having sunk the *Titanic*, the dreaded evil Iceberg continues its deadly vendetta against cruise ships, picking off every one that attempts to cross the Atlantic. Bruce Willis plays a hotshot navy commander who survived a previous encounter with "the berg" — and now he's declared his own Cold War, vowing to crush it into a billion little cubes and serve them in party drinks! Julia Roberts plays Willis' estranged wife, a brilliant prostitute-turned-oceanographer. Unfortunately, watching these two bickering ex-lovers won't melt your heart — or many icebergs!



# WE'LL SOON SEE



ARTIST: ANGELO TORRES  
WRITER: LARRY SUTTER



Heartthrob Leonardo DiCaprio stars as Romeo Dawson in a motion picture that'll be seen by every teenage girl in America — at least ten times! The film's producers are promising a tale so tragic that theaters where it's playing will literally fill up with tears and cause actual drowning deaths! It's a familiar tale of two star-crossed lovers kept apart by fate and poor acting! At the end, they realize their love can never be, and decide to kill themselves. It's actually a lot like the first *Titanic*, only with a more depressing ending because in this version they die a few minutes earlier!



The real reason so many people perished when the *Titanic* sank was the lack of qualified lifeguards on board. In this offbeat sequel, the ship is reconstructed and the *Baywatch* crew is hired to prevent any future disasters. As a bonus, the theme song is sung by David Hasselhoff! (Sure to be a hit in Germany!) The highlight of the film is

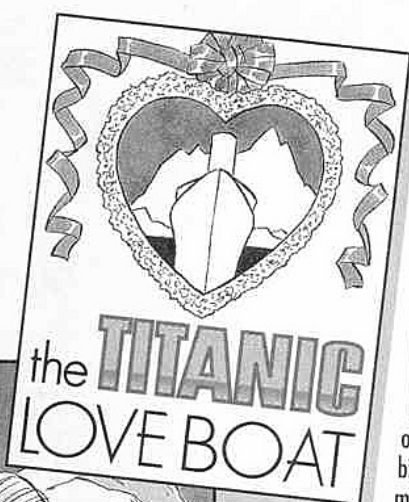
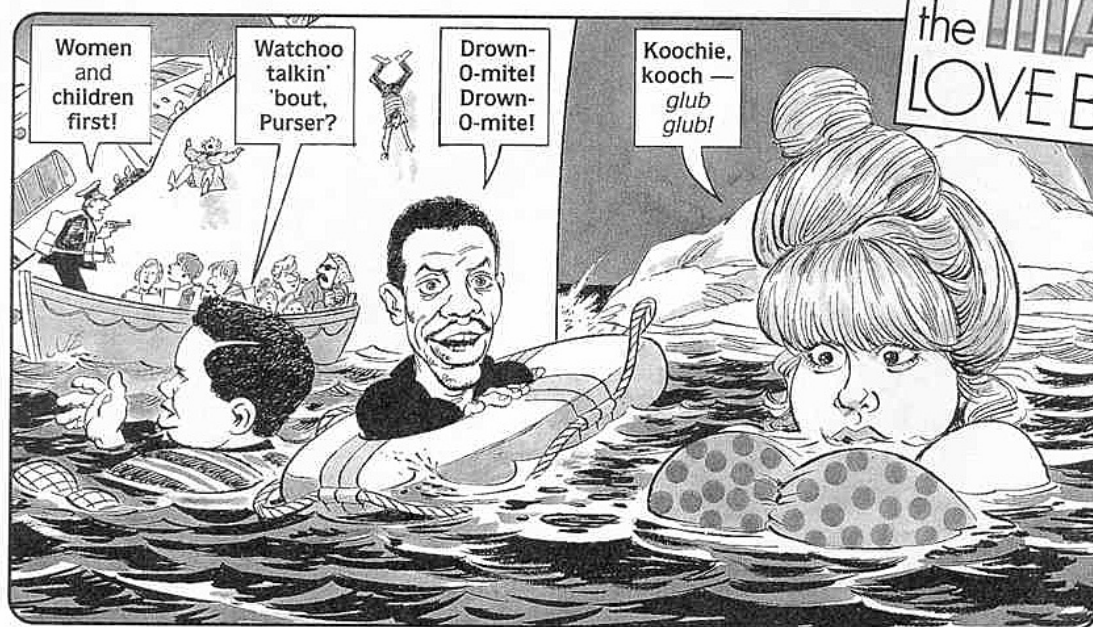
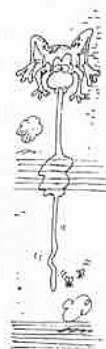
when Hasselhoff offers to sketch all of the *Baywatch* babes naked in his cabin! And although the scene goes on a bit long, lasting just over two hours and fifty eight minutes of the three hour movie, it does generate enough heat to make the threat of icebergs extremely remote!





# TITANIC SEQUELS

## WE'LL SOON SEE



Everyone loves the old *Love Boat* TV show and everyone loves movies about big sinking ships, which means NO ONE will want to miss this bold new film which combines them both! All your favorite washed-up has-been stars are here, falling in love and then sinking to their deaths! Watch as Charo utters her last "Koochie, koochie, koochie!" See Gary Coleman freeze in sub-zero waters and Jimmy "J.J." Walker desperately cling to a life preserver! Whose careers will stay afloat and whose will sink like stones? Half the fun of watching this movie is finding out!



Robin Williams stars as a wacky absent-minded professor who travels back in time and saves the Titanic by zapping it with his shrinking ray! But until he invents a way of zapping it back to its regular size, the ship and its passengers must stay afloat in his bathtub! Enter *Jerry Maguire's* Jonathan Lipnicki as Williams' precocious son who's determined to sink the Titanic himself! Forget about icebergs — now the mighty ocean liner faces danger from a rubber ducky and a large bar of hand soap!

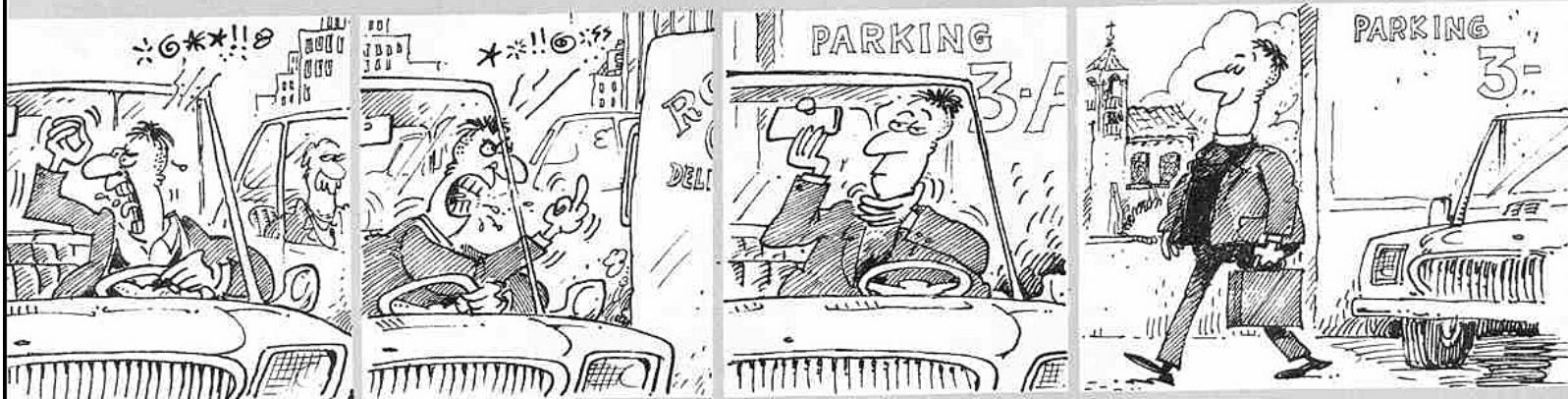






SERGE-IN GENERAL DEPT.

# A MAD LOOK AT ROAD RAGE



ARTIST AND WRITER: SERGIO ARAGONES











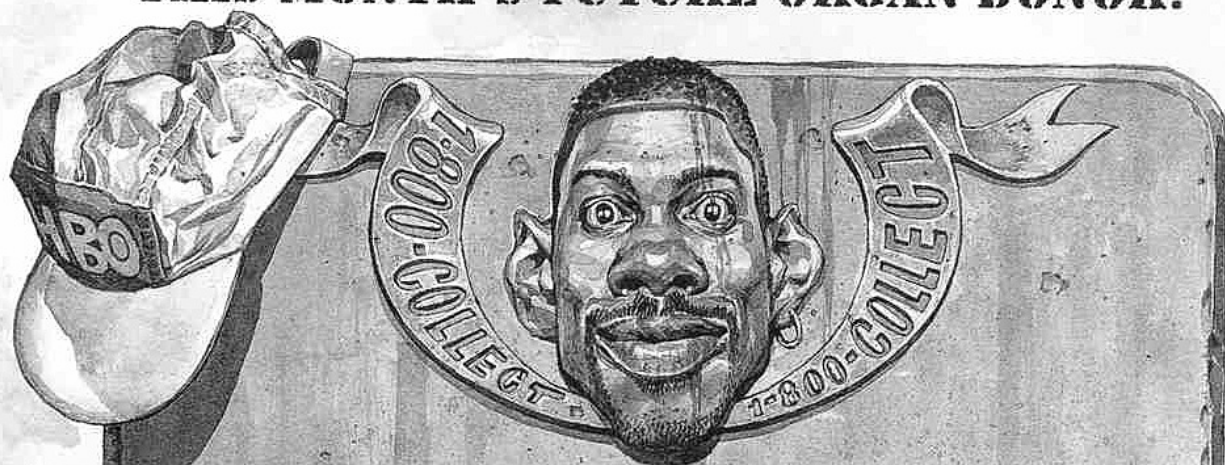


GRIEVING LAS VEGAS DEPT.

# MAD'S CELEBRITY CAUSE-OF-DEATH BETTING ODDS

Our team of crack oddsmakers gives you the latest Vegas line on how one of today's biggest stars is going to ride the highway to hell!

**THIS MONTH'S FUTURE ORGAN DONOR:**



## Chris Rock

CAUSE OF DEATH

ODDS

Caught in crossfire between East and West Coast rappers while hosting MTV Video Music Awards 2:1

Pummeled to death by parents of kids he conned into calling home using super expensive 1-800-COLLECT 3:1

Terminal laryngitis from yelling all the time 5:1

Crushed at HBO Christmas party by 300lb. Dominatrix from *Real Sex 12* 13:1

Killed by a white liberal angered over his constant use of "the N-word" 25:1

Killed by an African-American angered over his constant use of "the N-word" 109,754:1

ARTIST: HERMANN MEJIA  
WRITER: MIKE SNIDER





WHAT AREA OF THE  
COUNTRY LEADS  
THE NATION IN  
DEATH SENTENCES?

## HERE WE GO WITH ANOTHER RIDICULOUS **M A D F O L D - I N**

More and more states have brought back the death penalty. You can't open a paper today without reading about them strapping another prisoner into Old Sparky, turning up the juice and frying him until smoke comes out his ears and ankles. To find out where death sentences are meted out with unbridled enthusiasm, fold page in as shown.



FOLD PAGE OVER LIKE THIS!



FOLD THIS SECTION OVER LEFT



FOLD BACK SO "A" MEETS "B"



MANY OF US KNOW ABOUT ONE UNFORTUNATE  
SOUL WHO'LL BE FACING A SENTENCE OF DEATH  
PARTICULARLY GRUESOME, SADISTIC AND SICK

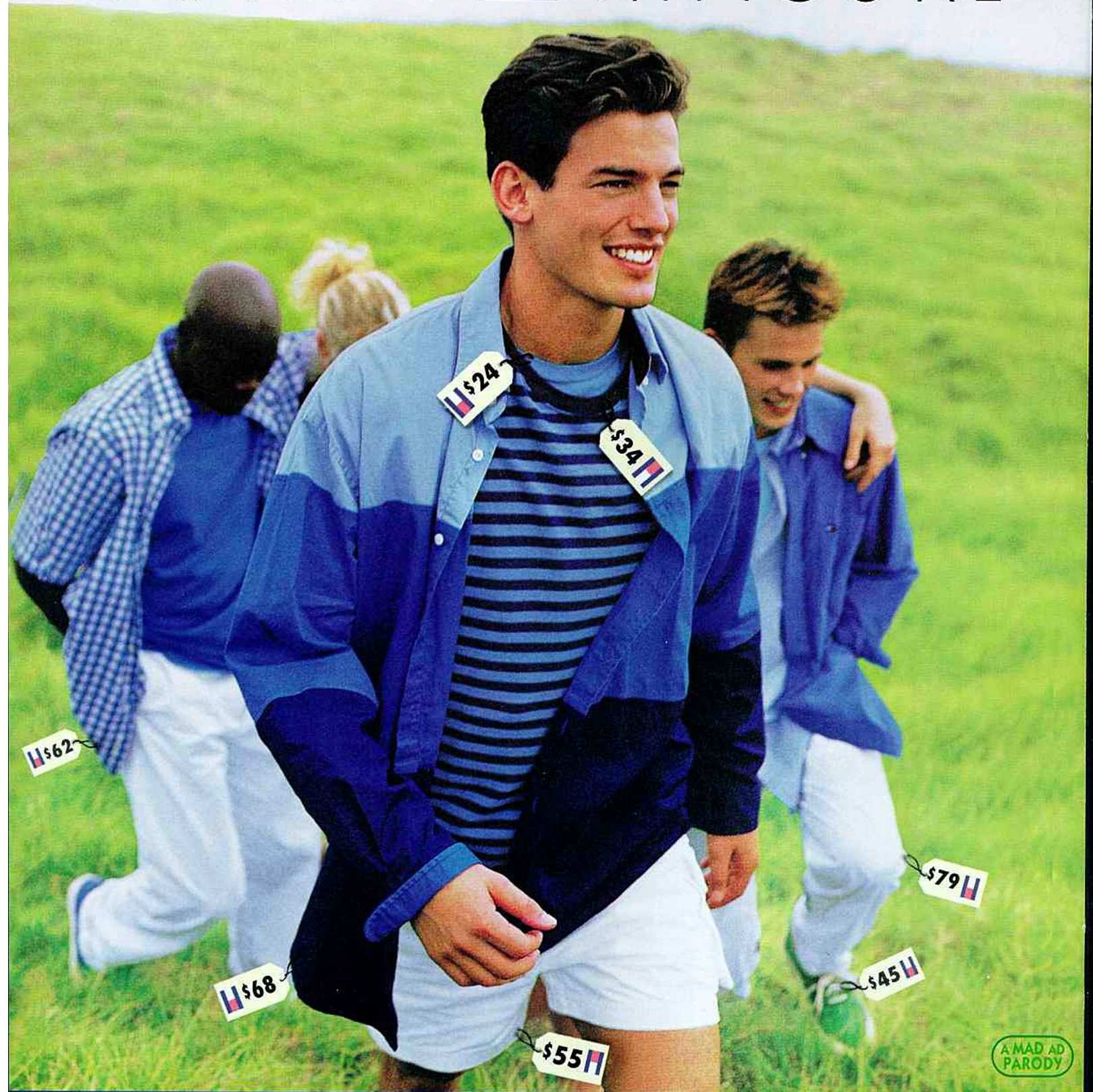


ARTIST AND WRITER: AL JAFFEE





# TOMMY HIFIGURE



A MAD AD  
PARODY